



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Minutes Thursday, November 18, 2021

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/83572784421?pwd=UXNmK3NzT3BxSzNVa1dQcDB5M0k4Zz09>

Meeting ID: 835 7278 4421 Passcode: 634979

Call-In Phone Number: 1(669)900-6833

1. CALL TO ORDER: Amish Patel called meeting to order at 9:04am

PRESENT (VIA VIDEOCONFERENCE): Amish Patel, Steven Allen, Joan Solu, Christopher Kosteka, Val Seymour
City Liaison: Jen Ford

ABSENT: Scott Collins

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson

PUBLIC PRESENT: Jaime Wallace, Visit SLO CAL Staff, Catherine Cropp and Melissa Murray, ABBI Agency Staff: Abbi Whitaker, Ty Whitaker, Angela Rudolf, David Bimka, Liz Bowling, Warren Pham, Trevor Berba, Kate Lufkin, Caroline Sexton, Dani Hannah, Thaison Kawal

2. PUBLIC COMMENT (On Non-Agenda Items)

Jaime Wallace from Visit Los Osos - Baywood requested that Visit Morro Bay Board consider collaborating with them. Board discussion. Steve Allen asked what types of collaboration he had in mind. Jaime Wallace responded.

City Liaison Jen Ford commented on joining the Board.

ANNOUNCEMENTS

M. Wambolt

Val Seymour gave an update on the paid parking program.

Board discussed. Amish asked if the parking lots at marketplace are included in the parking study? Val Seymour stated that she was not sure.

Joan asked about the parking for employees.

EXECUTIVE DIRECTOR REPORT

M. Wambolt

3. Executive Director Report (30 min)

Michael Wambolt provided an update on current projects, reporting and areas of focus for the months ahead.

Board Discussion. Joan Solu asked that titles be put at the top of STR and TOT reports, that full year TOT report be added to packet and asked about getting Comp set reports. Chris Kosteka asked if there would be a paid photographer at the Lighted Boat Parade and Santa House, also if hotels could use the link to the SLO CAL video in their promotions. Catherine Cropp from Visit SLO CAL responded yes. Board resumed discussion.

4. **Approval of September 16, 2021 Board of Directors Meeting Minutes** (5 mins)
5. **Approval of October 12, 2021 Special Board Meeting Minutes**

Public Comment: None

ACTION: Moved by Joan Solu seconded by Steven Allen to approve minutes for both meetings **MOTION: Carried 5:0**

BUSINESS ITEMS & DISCUSSIONS**M. Wambolt**

6. **Visit Morro Bay October Financial Update and Review** (15 min)

Michael Wambolt provided an update to the current financials of the Visit Morro Bay TBID.

Board discussion. Chris Kosteka asked about balance being transferred from City and if a reserve fund had been set up at Chase Bank, how much is in the fund, and asked if any of the operating procedure for reserve fund filled out with CIVITAS? Michael Wambolt responded. Chris Kosteka asked Michael Wambolt to set up operating procedures for reserve fund. . Michael Wambolt will meet with the board and build a plan for the reserve account and bring plan to board at January Board meeting.

7. **Visit Morro Bay Board of Director Resignation and Replacement– Sarah Maggelet** (10 min)

Michael Wambolt provided an update on resignation of Sarah Maggelet and stated that a recommendation has been made for Robert Elsner from URELAX Vacation Rentals by Maggie Juren a past board member. Board discussed next steps to fill vacancy.

ACTION: Moved by Chris Kosteka seconded by Val Seymour that Michael Wambolt will take an ad out in Bay news for new vacation rental seat and that a one-hour special meeting prior to January meeting be arranged to place new board member before start of January regular board meeting.

MOTION: Carried 5:0

8. **Visit Morro Bay Strategic Plan Update – Coraggio Group** (10 min)

Michael Wambolt provided an update on the Strategic Plan process and stated that it would be a 4 ½ year plan instead of a 3 year plan for more cohesiveness moving forward and told the Board to look for emails regarding this.

9. **Visit Morro Bay Marketing Update - Abbi Agency** (20 min)

The Abbi Agency introduced staff attending meeting and provided an update to the board on current marketing efforts and focus on months ahead.

Board Discussion. Joan Solu requested a Street Banner program be looked into. Michael Wambolt responded that the Chamber of Commerce has acquired Holiday Banners. Amish thanked ABBI Agency

Michael Wambolt requested due to time constraints to change discussion order and discuss item 11 before item 10.

ACTION: Moved by Chris Kosteka to change discussion order and discuss item 11 before item 10. Seconded by Joan Solu.

MOTION: Carried 5:0

10. **Visit Morro Bay Events Discussion –** (20 min)

Michael Wambolt provided an update to the board about the current events strategy and that VISIT SLO CAL is working on a County wide events strategy.

Melissa Murray from VISIT SLO CAL spoke about the strategy and stated that the County wide calendar should be completed by the end of the fiscal year.

Board discussion. Chris Kosteka suggested a committee be assembled to further discuss how to consider sponsorship of events in the future. Michael Wambolt agreed.

Chris Kosteka requested Morro Bay logos for Board member Zoom screens.

Joan Solu recommended a Fisherman Poetry and Seafood event.

11. SLO CAL Open Morro Bay Sponsorship – February 2022 (10 min) – *motion required*

Staff provided an update to the board about the SLO CAL Open Morro Bay Surf competition sponsorship asking the Board to approve the \$10,000 sponsorship.

Public Comment: None

Board discussed the opportunity and recommended to approve a sponsorship of \$10,000.

ACTION: Moved by Steve Allen to approve the sponsorship, seconded by Joan Solu.

Motion: Carried 5:0

12. Declaration of Future Agenda Items

- a. Parking Update and insight
- b. Winter how to capitalize on winter activities.
 - i. Santa house happens before kids are out of school.
 - ii. Things for folks to do during winter.
 - iii. Weekend events only. How do we push weekday during Christmas vacation?
- c. Operating account
- d. Market Place Sale – Lease hold with 801 Embarcadero.

13. Next Board of Directors meeting – January 20 – 9:00am – 11:00am – Via Zoom

ADJOURN. Meeting was adjourned by Amish Patel at 11:22am

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Board of Directors to discuss or take action on issues not on the agenda, except that member of the Board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Board to follow-up on such items and/or place them on the next Board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Liz Gilson at (805) 225-7411 at least 48 hours prior to the meeting.