



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Agenda

Wednesday, October 26, 2022

10:00 am – 12:00 pm

Virtual via Zoom

<https://us02web.zoom.us/j/86072985321?pwd=NUt6MHFmODVQOWIDU1lpMWF2VjMzZz09>

Meeting ID: 860 7298 5321

Passcode: 324988

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	M. Wambolt
EXECUTIVE DIRECTOR REPORT	M. Wambolt
CONSENT AGENDA	M. Wambolt
BUSINESS ITEMS & DISCUSSIONS	M. Wambolt

3. **Approval of Visit Morro Bay's Strategic Plan 2026 (30 min) – motion required**
Staff will provide an update to the Strategic Plan 2026. Board of Directors will discuss Strategic Plan and potentially approve plan.
4. **Visit Morro Bay Fiscal Year 2021-22 Fund Rollover (15 min) – motion required**
Staff will seek approval to rollover surplus funds from FY2021-22 into FY2022-23. Funds will be used for branding, marketing, and research.
5. **Morro Bay Concert Series Fund Approval - \$5,000 (10 min) – motion required**
Staff will give an update of the "Tunes at Tidelands" concert series and seek approval of \$5,000 in funds to support Morro Bay Senior Citizens, Inc.
6. **Visit Morro Bay Branding Asset – VW Bus (15 min) – motion required**
Staff will provide an update for a potential branding asset.
7. **Visit Morro Bay Website Copy Update Approval (15min) – motion required**
Staff will provide an update and seek approval of funds to update Visit Morro Bay's website copy.
8. **Visit Morro Bay Kite Festival Website Update Approval (15min) – motion required**
Staff will provide an update and seek approval of funds to update the Kite Festival website and 2023 marketing
9. **Visit Morro Bay Bandwango Program Approval (15min) – motion required**
Staff will provide an update and seek approval of funds to contract Abbi Agency to launch Bandwango marketing program.
10. **Morro Bay Triathlon Sponsorship – November 2022 -\$5,000 (10 min) – motion required**
Staff will provide an update and All Out Events will give a presentation and answer any questions from the board. Board will discuss sponsorship and potential approve \$5000 in funds.

11. Next Board of Directors meeting – Thursday, November 17, 2022 – 9:00am – 11:00am – Via Zoom

ADJOURN.

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.