



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Special Meeting Minutes

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:** Board Chair Amish Patel called the meeting to order at 10:05 am.

PRESENT (VIA VIDEO CONFERENCE) Amish Patel, Robert Elzer, Scott Collins, Amit Patel, Dane Jacobs, Steven Allen, and Christopher Kostecka.

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson

PUBLIC PRESENT: Erica Crawford Morro Bay Chamber of Commerce President, Kim Burciaga of The ABBI Agency, Jennifer Gray O’Conner of the Coraggio Group, and Yishai Horowitz of the Morro Bay Triathlon.

2. **PUBLIC COMMENT (On Non-Agenda Items) - None**

ANNOUNCEMENTS	M. Wambolt
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Board member Chris Kostecka commented on his trip to Spain.

EXECUTIVE DIRECTOR REPORT - None	M. Wambolt
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CONSENT AGENDA - None	M. Wambolt
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BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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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.

Executive Director Michael Wambolt spoke on the Strategic Plan draft with a PowerPoint presentation. He spoke briefly on the process to create the draft being presented. He went over Imperatives, Objectives, and Initiatives.

Board member Christopher Kostecka asked why raising the ADR (Average Daily Rate) was not included. Michael and board member Steven Allen explained that it was discussed and why it was not included.

Morro Bay Chamber of Commerce President Erica Crawford spoke on the process to create strategic plan and said that it was a good process and that Michael is a good leader.

Michael opened up discussion by the Board.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Steven Allen motioned to approve the Strategic Plan as it stands. Board member Christopher KostECKa seconded the motion.

MOTION: Carried 7:0

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.

Michael spoke on surplus funds from the fiscal year 2021-22 budget and his request to roll them over to the fiscal year 2022-23 budget and that the funds would be used for branding, marketing, and research.

The board discussed.

PUBLIC COMMENT: None

ACTION: Board member Christopher KostECKa motioned to approve the rollover of fiscal year 2021-22 funds to the fiscal year 2022-23 budget. Board member Amish Patel seconded the motion.

MOTION: Carried 7:0

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.

Michael spoke on the concert series "Tunes at Tidelands" that the nonprofit Morro Bay Senior Center put on this last September-October and their request to retroactively sponsor the series with a \$5,000 sponsorship. Michael stated that it was successful and that he would like to see the timeline grow in the future to possibly include August.

Board member Scott Collins speaking as City manager explained the concert series in more detail and that no official advertising was done it was mostly word of mouth and social media. He stated that it cost \$25,000 to adequately put the concerts on and that this is a strain on the Senior Center budget. They will be asking for more support for next years concert series in the future.

Michael stated that the concert series is linked to the Strategic Plan.

Board member Steven Allen asked about the Avocado Margarita Food and Beverage Festival and stated that we should be cautious with giving dollars to new events and to make sure to focus on a local resident/tourist balance.

PUBLIC COMMENT: None

ACTION: Board member Christopher KostECKa motioned to approve the \$5,000 retroactive sponsorship of the "Tunes at Tidelands" concert series put on by nonprofit Morro Bay Senior Center this last September/October with the condition that there is a concert series in 2023. Board member Robert Elzer seconded the motion.

MOTION: Carried 7:0

6. Visit Morro Bay Branding Asset – VW Bus (15 min) – *motion required*

Staff will provide an update for a potential branding asset.

Michael spoke on the proposed purchase of a 1969 Westfalia Volkswagen camper bus that is from a local seller in San Luis Obispo. He provided pictures of the exterior, interior and engine. He stated that the bus would have our new logo on it and among other things, would be used as a mobile visitor center. Michael would also like to have some retrofitting done to provide adequate refrigeration and display space so that the bus could be used at trade shows and events to possibly serve food and drinks. Also, the bus could be parked at strategic locations around town as a mobile billboard.

Board member Amish Patel asked for more details on the restoration process. Michael provided them.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Amit Patel motioned to approve the funding of the purchase and retrofitting of the Westfallia Volkswagen camper bus for up to \$61,000. Board member Scott Collins seconded the motion.

MOTION: Carried 7:0

Board member Scott Collins left the meeting at 11:06 am.

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.

Kim Burciaga of The ABBI Agency presented information on what they would be doing to update the website logos and Information.

The board discussed.

PUBLIC COMMENT: None

ACTION: Board member Christopher Kostecka motioned to approve the spend of up to \$42,000 to have The ABBI Agency update the morrobay.org website. Board member Steven Allen seconded the motion

MOTION: Carried 6:0

Michael asked the board if the meeting could be extended another 20 minutes as there was more to discuss.

The board discussed and agreed

ACTION: Board member Amit Patel motioned to extend the meeting another 20 minutes to 12:20 pm. Board member Robert Elzer seconded the motion.

MOTION: Carried 6:0

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

Michael spoke on the Kite Festival website, the need to update it, and what the costs would be to do so.

The board discussed.

Board member Steven Allen was uncomfortable with the proposed costs from THE ABBI Agency.

Kim Burciaga from THE ABBI AGENCY stated that she could go back to the agency team and see if she could get the costs down.

Board member Amish Patel stated that he would like to see a link to our webpage and not a separate website.

Michael stated that he will work with The ABBI Agency to bring another proposal to the board.

No action was taken at this time.

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.

Kim Burciaga from THE ABBI Agency spoke on what Bandwango is. She stated that the app creates a landing page that can be used to create unique experiential passports and gamification specific to the Morro Bay area. The ABBI Agency will be able to add deals and set up giveaways and prizes. It will help visitors get deeper into Morro Bay and what we have to offer. It will also help retrieve more data on who is visiting Morro Bay and what their interests are. Kim then went over the costs for set up of the program.

Board member Steven Allen asked if this item could be pushed to the November meeting as the board needs to experience the Bandwango app. before deciding.

Kim Burciaga stated that she would make a presentation by the following week to send to board members so that they could be more informed for the November Board meeting.

No action was taken at this time.

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.

Yishai Horowitz spoke to the board about the request for a \$5,00 sponsorship.

The Board asked questions about what the money would be used for.

Yishai stated that the money would be used to offset the costs of City permitting fees. Yishai also stated that the event does bring a large number of people from out of the area that stay in Morro Bay hotels.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Christopher Kostecka motioned to approve the \$5,000 sponsorship of the Morro Bay Triathlon. Board member Steven Allen seconded the motion.

MOTION: Carried 6:0

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

ADJOURN. Board president Amish Patel adjourned the meeting at 12:12 pm

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.