



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, September 22, 2022

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/89792541583?pwd=bHF1K2ZnNFNiTk9SWVZobUZTNnBXQT09>

Meeting ID: 897 9254 1583 Passcode: 695525

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

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

ANNOUNCEMENTS	M. Wambolt
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EXECUTIVE DIRECTOR REPORT	M. Wambolt
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3. Executive Director Report (30 min)
Staff will provide an updated on current projects, reporting and areas of focus for the months ahead

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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4. Approval of July 28, 2022, Special Board Meeting Minutes
5. Approval of July 28, 2022, Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. Move Visit Morro Bay's November 24, 2022 Meeting to November 17, 2022 (5 min) *motion required*
Visit Morro Bay's November meeting is scheduled for the week of Thanksgiving. Visit Morro Bay board to discuss moving the meeting to Thursday, November 17, 2022 from 9:00am-11:00am
7. Visit Morro Bay FY2022-23 officers' nomination and approval (20 min) *motion required*
Staff will provide a current update of officers. Board of Directors will nominate and approve officers for fiscal year 2022-23. Officers' positions to be determined: Board Chair, Board Vice Chair, Treasurer and Secretary.
8. Visit SLO CAL Resident Tourism Sentiment Research Study Co-op -\$6,500 (10 min) – *motion required*
Staff will provide and update and look for approval of funds from board of directors for the co-op.
9. Morro Bay Family Maritime Event Fund Approval - October 2022 - \$2,000 (10 min) – *motion required*
Staff will provide update and seek approval of funds to support the first ever Morro Bay Family Maritime Event.
10. Morro Bay Triathlon Sponsorship – November 2022 -\$2,500 (10 min) – *motion required*
Staff will provide and update and look for approval of a sponsorship for the 2022 Morro Bay Triathlon. Sponsorship amount is \$5,000
11. Morro Bay Fall Decorations Funds Approval – November 2022 - \$2,000 (10 min) – *motion required*
Staff will provide and update of the Morro Bay fall decorations and look for approval of funds to support Morro Bay Beautiful.

- 12. Lighted Boat Parade and Santa House Sponsorship- December 2022 – \$5,000 (10 min) - motion required**
Staff will provide and update and board will consider a sponsorship of \$5,000 for the Lighted Boat Parade and Santa House.
- 13. Visit Morro Bay Marketing Update - Abbi Agency (20 min)**
The Abbi Agency will provide an update to the board on current marketing efforts and focus on months ahead.
- 14. Visit Morro Bay Financial Update and Review (10 min)**
Staff will provide an update to the current financials of the Visit Morro Bay TBID
- 15. Next Board of Directors meeting – TBA – 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.