



# Minutes

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Meeting Minutes

Thursday, September 22, 2022

9:00 am – 11:00 am

Virtual via Zoom

**Meeting ID: 897 9254 1583 Passcode: 695525**

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

1. **CALL TO ORDER:** Board Chair Amish Patel called the meeting to order at 9:02 am.

**PRESENT (VIA VIDEO CONFERENCE)** Amish Patel, Robert Elzer, Scott Collins, Amit Patel, and Dane Jacobs.

**ABSENT:** Steven Allen and Christopher Kosteka

**STAFF PRESENT:** Michael Wambolt, Elizabeth Gilson

**PUBLIC PRESENT:** THE ABBI Agency staff Ally Stemen, Henry Merchel, Trevor Lynch, Kim Burciaga and Julian Talent

2. **PUBLIC COMMENT (On Non-Agenda Items)**

<b>ANNOUNCEMENTS</b>
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<b>M. Wambolt</b>
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Board member Dane Jacobs announced that his wife and he had a new baby 2 weeks ago.

<b>EXECUTIVE DIRECTOR REPORT</b>
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<b>M. Wambolt</b>
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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*

**EVENTS:** Michael Wambolt gave an update on the Ironman Triathlon coming to Morro Bay next year. He stated that everything was going smoothy and was on track. He then spoke on the reimagined Avocado Margarita Food and Drink Festival and stated that it was a success, and many positive comments were received from businesses on the Embarcadero, festival goers, and residents. Michael then spoke on the upcoming Maritime Museum Family Fun Day and stated intent on requesting sponsorship for the event later in the meeting.

The Board discussed.

He then spoke about the Morro Bay Triathlon it's positive impact for Morro Bay and stated his intent on requesting sponsorship later in the meeting.

The Board discussed.

Michael then spoke on the Lighted Boat Parade, Santa House put on by the Morro Bay Rotary with possible other Holiday events such as strolling carolers.

The Board Discussed.

**Finances:** Michael stated that the operating account has a balance of 701,493.50 and that this includes the rollover funds from 2020-21. He then stated that the reserve fund has \$409,020.73.

**Branding:** Michael spoke on the timeline for the new branding launch and what can be expected.

**Reports:** Michael went over the current weekly and monthly STR numbers and stated that we are holding strong. He that commented on the TOT numbers and that they are healthy.

**Strategic Plan:** Michael spoke on the timeline and what has been accomplished with the finalization of the strategic plan. Thanking those who participated. He stated that he will be calling a special October board meeting to vote on the plan.

**Sales:** Michael gave a follow up to his trip to IPW. Commented on the tour and travel groups that he has contacted with two of them already doing FAM tours of Morro Bay. He finished by speaking on the SMERF groups that he has been in contact with to encourage group travel and/or participation in events such as the Car Show and Triathlons.

**SLO CAL:** Michael spoke on the Luxury Travel Forum and how Morro Bay can participate in luxury travel experiences.

**Smith Travel Research (STR):** Michael stated that the previous meeting with STR had to be rescheduled until October.

**Vacation:** Michael stated that he would be out of the office October 7-14, 2022, and November 28<sup>th</sup>– December 5<sup>t</sup> 2022.

**CONSENT AGENDA – *motion required***

**M. Wambolt**

**4. Approval of July 28, 2022, Special Board Meeting Minutes**

**ACTION:** Board member Robert Elzer made a motion to approve the Special Board meeting Minutes. Board member Scott Collins seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**5. Approval of July 28, 2022, Board Meeting Minutes**

**ACTION:** Board member Dane Jacobs made a motion to approve the meeting minutes Board member Amish Patel seconded the motion.

**MOTION: Carried 5:0**

**BUSINESS ITEMS & DISCUSSIONS**

**M. Wambolt**

**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 – Approved*

**ACTION:** Board member Amit Patel motioned to approve moving the November Board meeting to November 17th. Board member Robert Elzer seconded the motion

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**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.*

Michael Wambolt started off by explaining who currently holds officer seats and what their duties entail. He then asked for nominations.

**Board Chair:** Current Board Chair, Amish Patel nominated himself to continue as Board Chair.

**ACTION:** Board Chair Amish Patel moved to approve himself to continue as Board Chair. Board member Dane Jacobs seconded. Board Chair Amish Patel abstained from voting.

**MOTION: Carried 4:0**

**PUBLIC COMMENT: None**

**Board Vice Chair:** Michael Wambolt stated that Steven Allen is the current Vice Chair but that he is not at the meeting.

The Board discussed and concluded that barring Steven's refusal they would like to nominate Steven to continue as Vice Chair.

**ACTION:** Robert Elzer moved to have Steven Allen to continue as Vice Chair. Board Chair Amish Patel seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**Treasurer:** Current Board Treasurer Scott Collins stated that he would be happy to continue as Treasurer.

**ACTION:** Board Chair Amish Patel moved that Scott Collins continue as Board treasurer. Board member Robert Elzer seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**Secretary:** Current Secretary Robert Elzer stated that he would be happy to continue as Secretary.

**ACTION:** Board Chair Amish Patel moved the Robert Elzer continue as Board Secretary. Board member Scott Collins seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

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.*

Michael Wambolt introduced Trevor Lynch from VISIT SLO CAL who then explained and answered questions from the Board about the research study.

The Board Discussed.

**ACTION:** Board member Scott Collins moved to approve the \$6,500 for our portion of study Co-op funding. Board member Robert Elzer seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

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. - Approved

Michael Wambolt described the event and why it would be an event worth supporting for future growth and the possibility of the event replacing the now defunct Harbor Festival held the same time of year.

The Board discussed.

**ACTION:** Board member Amit Patel moved to approve funding to the Maritime Museum for the Family Fun Day event. Board member Scott Collins seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**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 – Held to Oct meeting*

This item will be held over for the October Special Board meeting as more information needs to be collected to better make a determination.

**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.*

Michael Wambolt explained what Morro Bay Beautiful would like to do to decorate the roundabout at the entrance to town on Morro Bay Blvd.

The Board discussed.

**ACTION:** Board member Scott Collins moved to approve the funding of \$2,000 for fall decorations for Morro Bay Beautiful. Board member Amit Patel seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**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.*

Michael Wambolt commented on the importance of sponsoring the Lighted Boat Parade and Santa House for tourism and the community.

The Board discussed.

**ACTION:** Board member Amit Patel moved to sponsor the Lighted Boat Parade and Santa House for \$5,000. Board member Robert Elzer seconded the motion.

**MOTION: Carried 5:0**

**PUBLIC COMMENT: None**

**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.*

ABBI Agency staff members Ally Stemen, Henry Merchel, Kim Burciaga and Julian Talent gave an update on website numbers, paid media, social media, public relations, and FAM Tours contracted.

The Board discussed.

**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*

Michael Wambolt spoke on how healthy the budget is, current TOT funds deposited, budget numbers, and the rollover funds and what they will be earmarked for in the future. He commented on the lack of current TOT financial numbers due to the outsourcing of the collection and accounting and them getting caught up.

The Board discussed.

**15. Declaration of Future Agenda Items (5 min)**

Strategic Plan

Paid Parking Program  
Triathlon and Basketball tournament  
Thursday night Tidelands Park Senior Concert Series

**16. Next Board of Directors meeting – November 17<sup>th</sup>, 2022 - 9:00am -11:00am - Via Zoom**

**ADJOURN. Board President Amish Patel adjourned the meeting at 10:38 am**

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.