



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, September 26, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/81604589137?pwd=K62BhbZYJTZxnIbrPeEqriGH5irea.1>

Meeting ID: 816 0458 9137 Passcode: 871972

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 (20 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 25, 2024, Board Meeting Minutes
5. Approval of July 25, 2024, Special Board Meeting Minutes
6. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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7. Tempest New Website Proposal Presentation - (25min)  
*Tempest to give presentation on proposal for new website build.*
8. Abbi Agency New Website Proposal Presentation - (25min)  
*Abbi Agency to give presentation on proposal for new website build*
9. VMB FY 23-24 Rollover Funds Approval - (10mins) *motion required*  
*Staff to present FY23-24 rollover funds and present programs. Board to approve rollover funds.*
10. Visit Morro Bay Brand Awareness Study Presentation – (15min)  
*Heart + Mind to give presentation on brand awareness study findings.*
11. Morro Bay Chamber of Commerce Shop, Sip and Stroll Sponsorship - \$2,000 - (10mins)  
*Morro Bay Chamber to present sponsorship application for their two Shop, Sip and Stroll events.*
12. Morro Bay in Bloom Beautification Grant - (10mins)  
*Morro Bay in Bloom to present grant for beautification project. Board to consider approving funds.*
13. Next Board of Directors meeting – November 21, 2024 – 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.