



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

Thursday, September 26, 2024

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/81604589137?pwd=K62BhbZYJTZzxnlbrPeEqriGH5irea.1>

Meeting ID: 816 0458 9137 Passcode: 871972

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

1. **CALL TO ORDER** – Board Chair Amish Patel called the meeting to order at 9:04 am

PRESENT: (VIA VIDEO CONFERENCE) Board members - Amish Patel, Chris Kostecka, Robert Elzer, Yvonne Kimball, Dane Jacobs, Steven Allen, and Mark Roemer

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Marianna Garcia

PUBLIC PRESENT: Randy Fortes and Greg Shapiro of Tempest, Lynsey Hanson of Moro Bay Chamber of Commerce, from the Abbi Agency – Kerry Cecere, Allegra Demerjian, Marshall Pierce, Ty Whitaker, Evan Childs, Amanda Barnham, and Christine Harcinske,

2. **PUBLIC COMMENT (On Non-Agenda Items)** Lauren Liu Visit SLO CAL intern introduced herself.

ANNOUNCEMENTS - None	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

Branding – Michael stated that he is working on a new design for the HWY 1 billboard and that he will call a special board meeting in October to get a subcommittee meeting together to approve the design.

Events – Michael commented on the City’s Tunes at Tidelands each Thursday evening in September has begun. Also, the city’s 60th Anniversary event and its success. The VW Bus was there at the Thursday concert at Tidelands and the Saturday event at Tidelands Park. Michael stated that there are now five days of events associated with the Morro Bay Maritime Festival, and the Morro Bay Triathlon is still a go for November.

Finances - Michael stated that we have ninety-six thousand three hundred and forty-four dollars in the operating account and the reserve fund has one million sixty-one thousand six hundred and ninety-six dollars.

Reports – Michael spoke on a strong STR for July and August, that September is up two point five points and that we are showing a healthy summer and beginning of Fall. He also stated that Europeans are returning and our new marketing in the UK and Germany should have a positive impact. Michael spoke on the HWY 1 closure and that Caltrans has announced that it will not be open until next year.

Marketing – Michael stated that the Expedia campaign numbers are in and that our spend was sixty thousand dollars, we gained over six thousand room nights with total revenue through Expedia at six hundred thousand and a ROI of ten to one. In comparison the Booking.com/Priceline we spent thirty thousand dollars, gained six hundred rooms with revenue at ninety-three thousand dollars with a ROI of 3 to one. He stated that Visit California will be doing matching

funds again later this year and will be talked about later.

Sales – Michael stated that Mariana is doing a great job working with car clubs and SMERF groups. He stated that Mark from Rocket marketing was just in town for an onboarding. On the Germany front there have been a few calls and the group will be going to a couple of road shows on our behalf. Michael spoke on the need for properties to work with receptive operators such as Bonotel, ATI, Hotel Beds, and we have been working to sign up hotels but there is a need for more.

Visit California – An influencer came through for camping and even though we don't do camping we helped them secure campsites and no TBID money was spent. Visit California footed the bill.

The Board discussed.

CONSENT AGENDA – *motion required*

M. Wambolt

- 4. **Approval of July 25, 2024, Board Meeting Minutes**
- 5. **Approval of July 25, 2024, Special Board Meeting Minutes**

Board chair Amish Patel asked if anyone would like to make a motion to approve the July 25th special meeting minutes and regular meeting minutes.

PUBLIC COMMENT: None

ACTION: Board member Yvonne Kimbal made a motion to approve the meeting minutes for both the July 25th special and regular meeting minutes. Board member Steve Allen seconded the motion.

MOTION: Carried 7:0

- 6. **Approval of Visit Morro Bay Financials**

Board Chair Amish Patel asked if anyone would like to make a motion to approve the financial.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve the Visit Morro Bay financials. Board member Steve Allen seconded the motion.

MOTION: Carried 7:0

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

- 7. **Tempest New Website Proposal Presentation - (25min)**
Tempest to give presentation on proposal for new website build.

Michael stated that we are looking to build a new website and that at the end of last fiscal year The ABBI Agency did a presentation for that new website. After speaking with colleagues, it was decided to look at a second company. Tempest has come to us with recommendations from Visit SLO CAL and Mammoth, CA. Michael introduced Randy Fortes and Greg Shapiro.

Randy and Greg gave their proposal presentation on who their company is and their experience, examples of websites, and what they can do for us.

The Board discussed

- 8. **Abbi Agency New Website Proposal Presentation - (25min)**
Abbi Agency to give presentation on proposal for new website build

Michael stated that the previous presentation ran long as it was their first and that we should make the ABBI presentation shorter then, the Board can decide to either make a decision now or make a motion to create a subcommittee.

Michael then introduced Ty Whitaker head of the ABBI Agency.

Ty Whitaker and the ABBI Agency team introduced themselves what part they play in creating the website and gave their website proposal presentation and why they should be chosen.

The Board discussed creating a subcommittee to discuss website choices.

Board members Chris Kostecka, Dane Jacobs, and Board Chair Amish Patel Amish volunteered to be the subcommittee.

PUBLIC COMMENT: None

ACTION: Board member Steve Allen made a motion to create a subcommittee with board members Chris Kostecka, Dane Jacobs & Board Chair Amish Patel. to discuss website choices. Board member Mark Roemer seconded the motion.

MOTION: Carried 7:0

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.

Michael stated that the final financials from the 2023-24 fiscal year have come in and there is two hundred and twenty-five thousand in rollover funds. Michael reminded the Board that three hundred and fifty thousand dollars was rolled over from the end of the 2022-23 fiscal year. Michael stated that last year's income was one point five million dollars. Total expenditures for fiscal year 2023-24 was one million three hundred dollars. Michael commented that he would present how he would like to see these dollars spent at a later Board meeting.

The Board discussed. Highlighting possibly using funds to facilitate a Visitor Center.

Board Chair Amish Patel stated that the meeting was eight minutes over and would anyone like to make a motion to extend the meeting for thirty minutes.

The Board discussed. It was determined that the motion will wait until after item ten presentation.

Board member Mark Roemer and Robert Elzer left the meeting at 11:09 am.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve an extension of the meeting to 11:30 am. Board member Chris Kostecka seconded the motion.

MOTION: Carried 5:0

10. Visit Morro Bay Brand Awareness Study Presentation – (15min)

Heart + Mind to give presentation on brand awareness study findings.

Michael stated that we launched the "Come Get Salty" brand a couple of years ago and that it is time to do a brand awareness study to see how well it is doing & feeling. Michael introduced Darren Bishop of Heart & Mind for the presentation..

Darren Bishop gave his presentation on how well the "Come Get Salty" branding is being received in target markets understanding what the perception is and what are differences in perceptions and behaviors of people of aware or not aware of the campaign.

The Board discussed. It was decided that the Board was ready to vote on item number 9.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion for item number 9 to approve the rollover of two hundred and twenty-five thousand dollars to the 2024-25 fiscal budget. Board member Steve Allen seconded the motion.

MOTION: Carried 5:0

Board member Yvonne Kimball requested that at a future board meeting to discuss a visitor center and possibly using some of the roll over funds for it.

Michael stated that he would make that happen.

Michael asked the Board if the Board would like to continue with the last two items.

The Board discussed and agreed to continue for five minutes..

PUBLIC COMMENT: None

ACTION: Board Chair Chris Kostecka made a motion to extend meeting for five minutes. Board member Dane Jacobs seconded the motion.

MOTION: Carried 5:0

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.

Michael introduced Lynsey Hanson of the Morro Bay Chamber of Commerce.

Lynsey presented and explained their upcoming Holiday Shop, Sip, & Stroll events and how our sponsorship would help them boost attendance, promotion of the events to targetable markets and benefit hotels.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the two-thousand-dollar sponsorship for the Chamber of Commerce Shop Sip & stroll. Board member Dane Jacobs seconded the motion.

MOTION: Carried 5:0

Board member Dane Jacobs left the meeting at 11:41 am.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to extend meeting for five minutes. Board member Steve Allen seconded the motion.

MOTION: Carried 4:0

12. Morro Bay in Bloom Beautification Grant - (10mins)
Morro Bay in Bloom to present grant for beautification project. Board to consider approving funds.

Michael introduced Walter Heath. Walter stated that they received a large grant and no longer need to ask for funds.

13. Next Board of Directors meeting – November 21, 2024 – 9:00am – 11:00am – Via Zoom

ADJOURN. Board Chair Amish Patel adjourned the meeting at 11:49 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.

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