



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, September 28, 2023

9:00 am – 11:00 am

Virtual via Zoom

<https://us02web.zoom.us/j/84843611155?pwd=bzdTa1BYaTJMdVY3ck9zUFV2bFI0dz09>

Meeting ID: 848 4361 1155 Passcode: 972262

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 27th, 2023, Special Board Meeting Minutes
5. Approval of July 27th, 2023, Board Meeting Minutes

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. Approval to move November's Board Meeting to New Date (10min) *motion required*
Visit Morro Bay's November board meeting takes place over Thanksgiving Holiday. Board to approve new date in November.
7. Approval of Rollover Funds from Fiscal Year 2022-23 to Fiscal Year 2023-24 (15min) *motion required*
Visit Morro Bay has a surplus of funds from fiscal year 2022-23. Board to approve distribution of rollover funds into the reserve account and into additional programs for fiscal year 2023-24.
8. Approval of Co-op Marketing Programs from Visit California and Visit SLO CAL (20min) *motion required*
Staff will present board with co-op marketing programs from Visit California and Visit SLO CAL. Board to discuss and potential approve programs.
9. Approval Morro Bay Salt of Morro Content Campaign (15min) *motion required*
Staff and Abbi Agency will present the Salt of Morro content video campaign to the board. Board to discuss and potentially approve campaign.
10. Maritime Family Fun Event Sponsorship Approval –\$5,000 October 2023 (15 mins) *motion required*
Staff to provide board with a sponsorship opportunity of \$5,000 for the Maritime Family Fun Event. Board to discuss and approve funds.
11. Morro Bay Winter Bird Festival Sponsorship – \$5,000 January 2023 (15 min) *motion required*
Staff to provide board with a sponsorship opportunity of \$5,000 for the Morro Bay Winter Bird Festival.
12. 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.

13. Visit Morro Bay Financial Update and Review (10 min)

Staff will provide an update to the current financials of the Visit Morro Bay TBID

14. Next Board of Directors meeting – Tentative November 16, 2023 – 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.