



Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

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** - Board Chair Amish Patel called the meeting to order at 9:03 am.

PRESENT: (VIA VIDEO CONFERENCE) Board members - Amish Patel, Robert Elzer, Dane Jacobs, Steven Allen, Chris Kosteka, and Sara Johnson Rios

ABSENT: Amit Patel

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Marianna Garcia

PUBLIC PRESENT: Judy Salamacha Morro Bay Maritime Museum, Hayley Walters, Amanda Barham. Lydia Eason, and Danni Hannah of the ABBI Agency

2. **PUBLIC COMMENT (On Non-Agenda Items) None**

ANNOUNCEMENTS

M. Wambolt

Board member Sarah Johnson Rios stated that she has taken a new position in Sunnyvale California as their Assistant City Manager. She thanked the Board.

EXECUTIVE DIRECTOR REPORT

M. Wambolt

3. **Executive Director Report (20 min)**

Staff will provide an updated on current projects, reporting, and areas of focus for the months ahead

Michael stated that he is working with the City on the TOT audit. The City for the next year or three years auditing a third of the Lodging properties. He stated that we can have a special board meeting in November to discuss this. He then asked Sarah Johnson Rios or Steve Allen to speak on the subject.

Board member Sarah Johnson Rios speaking for the City, stated that the staff had been looking at examples of FAQ documents that other Cities' have that try to clarify their municipal codes and she is forwarding that information on to the interim Director. She thinks that the potential first step would be a clear explanation from the City about the current municipal code that goes back to 1965. The City would most likely look at updating that. She stated that some of questions that have come up during this renewed audit effort are, how do we apply that? The City has been applying that consistently but since we have new management, and the audit has not been done for a while that there would be questions. She stated that they welcome any feedback.

Board member Steve Allen stated that Sarah has done a good job. It is done by an outside audit company out of Fresno. He stated that the hoteliers are trying to do the right thing but there is some confusion for example are we supposed to tax what we already thought were the fees or the taxes paid for the state tourism? Also, guest damages. Are we

supposed to charge taxes on that? He felt that in the future there should be more communication from the City with the hoteliers. This would allow the TBID Board could be proactive and not disciplinarian. It does take a lot of time to go through the audit process.

Branding: The VW Bus is at BUSWERX getting an estimate on work that needs to be done and we will discuss what that looks like at a future meeting.

Events: The Tall Ship San Salvador's preliminary data shows the number of visitors was large and blew the roof off the number for the previous visit by the ship and the August STR numbers show an increase during that time. Tunes at Tideland is going great they have about five to six hundred people attend the event. Michale stated that we will hear an update on the upcoming Maritime Museum event later in the meeting.

Finances: Michael stated that the operating account currently holds six hundred and twenty-eight thousand and some change and our reserve account has seven hundred and eighty-six thousand and some change.

Reports: Michael stated that the STR numbers are including the Hamton Inn this year. We are seeing some data that is inconsistent with the past as there are an additional 86 rooms included. July number was 72% slightly shy of the 18-19 numbers. But REVPAR is staying consistent or stronger than the past. 21-22 is where we would love to be but that was a unique time frame for us. One big factor to take into account is the Hwy 1 closure. We are hearing from Cal Trans that the Hwy will not be open until next Spring depending on how severe El Nino is. They are expected to stop work in late October and pick back up in Spring. We will talk about what that looks like and how we are going to do some activation of some additional funds from last year and why that is important for us. Michael stated that what he is seeing in the July weekly numbers is that we are doing good then dipping down, doing good and then dipping down. We are not seeing a consistent week over week change on this like we would in years past. August is still relatively strong in comparison to 19-18. The last two weeks of August is when kids go back to school and numbers tend to drop but we can attribute the strong numbers to the San Salvador visit and extra marketing. This shows an ability with a driver or event that this brings the numbers up. Starting in September this where activation coming into Fall and Winter are going to be very important to us to help bolster numbers especially with HWY 1 Closed. Numbers were off from 18-19 but our rate is holding strong. The middle part of September is trending above 2019 and that is rate driven as we see the occupancy.

Board member Chris Kostecka asked Michael how many hotels do we now have reporting to STR?

Michael stated seven.

Board member Chris Kostecka then asked are you still considering a future agenda item to pitch to us with reasons for belonging to STR? Also belonging to the Chamber of Commerce? One idea on the up and down that you are seeing is that the booking window is a shorter period than it used to be and some of our long-term bookings are becoming cancellations which seem to be weather driven. It appears our travelers are not quite as committed. May be that is our foreign travelers. As anyone else felt the same thing.

Board Chair Amish Patel agreed with Chris. He thinks that something that has stayed since COVID is the shorter booking window. The longer booking windows are place holders for people. They aren't taking advantage of advanced purchase. Amish attributes it to booking behavior that has not changed since COVID.

The Board discussed further.

Sales: Michael stated that Mariana has been doing a great job with some follow-up with IPW and international tour operators and there is a huge need for inventory for international travel. A couple of companies called out on this are American Tour International and Rocky Mountain. These are FIT companies. They are willing to come talk to hotels and show them why it is good for the hotels, and they will have more rate integrity. He stated that we will have an educational international session possibly in November. Michale stated that we are also looking for incremental business and SMERF groups are another piece and Mariana is reaching out to bird groups, bike groups, and car groups trying to get them on our radar for Spring of next year focusing on midweek travel. Trying to bring these groups to us not waiting for the individual travelers to come through.

SLO CAL: Michael stated that if you have new employees have them go through the SLO CAL Welcome training that is free to everyone so that they become an expert on SLO CAL.

Stakeholder Engagement: Michael stated that we do ongoing outreach and stopping at properties and seeing what they need. Much like the Board is seeing, we are hearing the same thing from properties. For winter activation we did a call around to hotels and this is something that we will do in Spring and after Summer asking the lodging partners to put together deals or packages that we will put on our webpage and promote. Hopefully we will get more advanced booking. What he would like to see from this is more midweek Sunday through Thursday, weekends can be included if you want. Maybe a twenty percent discount. So that we can drive this. National Seal Day is next March, so Michael would like to have a Seal the Day promotion where travelers can get the best rates for spring and summer right now and keep the promotion going for a month to get early bookings.

Michael spoke about the Winter Wonderland and having an ice-skating rink. He stated that there have been some issues that need to be overcome and that it looks like it will possibly happen next year. He stated that we will be bringing in snow for a snow day and carolers on the Embarcadero the first three weekends in December and we are working with the City on place making and destination development on Christmas lights throughout the City.

Visitor Guide: Michael stated that we are working on the new version Michael thanked Board members Chris Kostecka and Dane Jacobs for their help on the subcommittee. We had our first meeting and will have the next on October 3rd with Boone Graphics. Michael stated that Erica Crawford is moving on to a new position and she was supposed to be a part of the subcommittee. Board Chair Amish Patel will be stepping in to keep the process going. The goal is to have them printed by the end of October.

Board member Steve Allen asked if Michael knew who is going to step in and take Erica's place?

Michael stated that there will be an interim person Jocelyn and then the hiring process could take a few months.

The board discussed.

CONSENT AGENDA – *motion required*

M. Wambolt

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

Board Chair Amish Patel asked if the Board had any questions comments or concerns.

PUBLIC COMMENT: None

ACTION: Board member Steve Allen made a motion to approve the Board meeting minutes for the July 27th special Board meeting and the July 27th regular Board meeting. Board member Robert Elzer seconded the motion.

MOTION: Carried 6:0

5. Approval of July 27th, 2023, Board Meeting Minutes – See above

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

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.

Michael stated that the board meetings are the fourth Thursday every other month and November's date is Thanksgiving day. In years past we have moved it up a week. The proposed dates are Thursday November 16th from 9:00 am - 11:00 am. So just a week prior or Wednesday November 15th from 9:00 am – 11:00 am.

Board member Chris Kostecka asked if Michael was looking for a vote for this.

Michael stated yes.

Board member Chris Kostecka asked the Board if anyone was opposed to the November 16th date.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to move November's Board meeting to Thursday November 16th from 9:00 am -11:00 am.

MOTION: Carried 6:0

- 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.

Michael stated that we had a rollover of five hundred and ninety-nine thousand from last year to this year for new programs. We brought a number of different opportunities for programs such as Bandwango. We used them for Ironman Marketing that type of stuff. Right now, we have six hundred and eighty-one thousand eight hundred and fifty-seven dollars roll over from this last year as revenues were higher the first part of the year. They were on par for the second half of the year, so we had some overage. We had five hundred and ninety-nine thousand that rolled over from the previous year in to 22-23 so that is why it feels exaggerated. We had our 21-22 tax returns, and we have some miscellaneous revenue as well. Our total expenditures for last year one million one hundred and forty thousand dollars which gives us a surplus of about six hundred and eighty-one thousand eight hundred and fifty-seven. Michael recommends that funds be used for these proposed programs. Branding for the VW Bus which was approved in the last fiscal year. We are just now updating this as the company Michael was working with in Morro Bay put him off for a number of months. The bus is now in the hands of BUSWERX in San Luis Obispo so Michael just needs the approval to move the refurb costs from last year's budget into this year. We have been wanting to work on a visual campaign with ABBI. You might be familiar with the SLO CAL Crafted videos. This would be a four-part video campaign that tells the story of those that work here and why Morro Bay is amazing. We would look at doing an activity partner, restaurant, and a shop in the downtown. These will be decided at a later time. This is part of our ambassador program which tells the story of the independent mind of Morro Bay. We don't have a whole lot of corporations here. So, we are independent minded and these will dive deeper into that. Off of these video campaigns we will also get snap shots for Tik Tok and different things. The campaign itself will be facilitated part by ABBI and Room For Cream which is a video company out of San Luis Obispo. They do amazing work. They were our video team and photography team for Ironman. Visit CA Coop, we will get into these much deeper later in the meeting. Visit CA right now is still based off of COVID recovery they are offering matching dollars on campaigns through Expedia and Trip Advisor and a couple of others. We are not looking at the others as we want high impact campaigns that we haven't done in the past. Michael is not a huge believer in third parties when it comes to Expedia and the overall sense of things when they are good. But right now, I think that this is a good opportunity for us. What Michael recommends is a thirty thousand dollar spend in Fall/Winter. We can probably have that launched by middle to the end of October. Expedia is offering a hundred percent match through Visit CA. So that would work out to sixty thousand dollars for us. This piece that Visit CA is offering will turn off the end of this fiscal year. Trip Advisor is something to look into. They are offering a twenty-five percent match on this. Expedia's minimum buy in is ten thousand. I would like to go relatively big on this and capture as much of this as we can in the slow season. The Trip Advisor minimum buy in is twenty-five thousand. SLO CAL is offering matching through Sojourn which is digital marketing as well. This would be a house of brands strategy. So, telling the story of Morro Bay that's in the land of campaign of San Luis Obispo County. This ten thousand dollars would turn into a thirty thousand dollar spend. Because Visit SLO CAL is offering a hundred percent match and Sojourn is offering a hundred percent match. Michael would look to dive into Epsilon. We did the Epsilon campaigns earlier this year and we do have some relatively good preliminary data coming off the first spend We will get the final reporting on that in the next couple of weeks, We would look to do some retargeting with them for Fall, Winter, and Spring. That would be a three hundred-and fifty-thousand-dollar activation for this fiscal year leading through Fall, Winter, and Spring. Leftover funds from that will be three hundred and thirty-one thousand eight hundred and eighty-seven dollars. This would be moved to reserve funds giving Visit Morro Bay one million one hundred dollars for future use. What Michael is looking for the board to approve this and then we can go to the next business item and talk about these programs individually.

Board member Chris Kostecka asked if there are any matching funds for Booking.com or is it only Expedia?

Michael stated only Expedia through Visit CA. He also stated that he has been trying to reach out to Booking.com. If anyone has a marketing manager send them his way. But Visit CA is only offering it through Expedia right now. Michael stated that he was not familiar with how Trip Advisor does a campaign like this but he would say hey if we don't want

to do Trip Advisory let me research Booking.com and run something through Booking.com as well. The thing he likes about Expedia is that it covers a wide variety of booking channels. So, for our vacation rentals this gives them coverage.

Board chair Amish Patel stated that Expedia does not have marketing managers anymore and that they are moving to all online support through their partners suite. So, there isn't a contact anymore.

The Board discussed further.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve 22-23 rollover funds of tentatively up to three hundred and fifty thousand into additional programs for fiscal year 23 -24 and three hundred and thirty-one thousand eight hundred and eighty-seven dollars moved into reserve funds Board member Steve Allen seconded the motion.

MOTION: Carried 6:0

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.

Michael stated that he has ABBI Agency on board to answer any questions. We vetted this through Expedia with ABBI's support. If the Board has any detailed questions on these programs now is the time to ask them. We will be using our own creative on this and we have our own deliverables. Michael handed the meeting over to the ABBI group to answer any questions the Board has on these programs and then at the end Abbi can bring up Epsilon data that is in their report.

Board member Chris Kostecka stated that he was curious on the ABBI Agency's understanding of Trip Advisor as a marketing tool.

Michael stated that the ABBI group was not on the last business item the board seems to agree with the Expedia co-op. They know what is happening there, it is deliverables. Trip Advisor is a little opaque. What does that mean as a destination. The Board needs to be talked into Trip Advisor.

Hayley Walters from the ABBI Agency explained their recommendation for TripAdvisor.

The Board discussed

The Board concluded that they need more information on Trip Advisor.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve the Expedia thirty-thousand-dollar co-op for the Fall and Winter campaign and thirty-thousand-dollar Spring campaign. Board member Chris Kostecka seconded the motion.

MOTION: Carried 6:0

PUBLIC COMMENT: None

Michael spoke on the Sojourns co-op through VISIT SLO CAL. There is a hundred percent match through Visit SLO CAL and also Sojourn so a ten thousand spend would get us a thirty thousand dollar spend. This is a house of brand and targeting. This gives us a place maker where we are within San Luis Obispo County. We will do a logo lock up like we have at the bottom of our website where it says Visit Morro Bay a community of SLO CAL. This is an awareness campaign that is a driver to our page or to a landing page that is ours through Visit SLO CAL. This is more digital and video.

Hayley from ABBI stated that Visit SLO will put out their ads but feature Morro Bay so any imagery will have Morro Bay images and the click through goes to morrobay.org. That can be the home page or a landing page of our choice. It helps bring awareness to Morro Bay not only through using partner dollars to elevate but also using partner name to tie us to the location and proximity wise. Using matched funds just lets us get a little bit further with our dollars and linking to Visit SLO CAL elevates us further.

Michael stated that this will help identify us within San Luis Obispo County so that those that aren't familiar with who and where we are know that we are close to Paso Robles wine. We are close to Edna Valley. So that when we are creating itineraries of things to do to stay in Morro Bay longer and go that hub and spoke model that we speak of. Stay here and enjoy everything around us because San Luis Obispo County is so great but come back and stay in Morro Bay.

Board Chair Amish Patel asked what products is the investment referring to?

Michael stated that it can be banner ads or quick videos. Instead of us having a banner here or there it gives us a different way of displaying Morro Bay in the advertising realm.

Board chair Amish Patle asked if this will tie into the salt of Morro Bay content campaign or would it be totally different?

Hayley from ABBI stated that it would be totally different. It would be leveraging the creative from Visit SLO CAL.

Board member Robert Elzer asked if the banner ads would be displayed in other places than the Visit SLO CAL website.

Hayley from ABBI stated that she believed they would show across the internet on Sojourn partners as well.

Board member Robert Elzer asked if we knew who these partners are.

Hayley from ABBI stated that she would have to do some more research and get back to the board.

Board Chair Amish Patel asked if we are going to run a Salt of Morro Bay content campaign to tie that into the co-op program so that we amplify it with the co-op.

Hayley from ABBI stated that we could include it on the landing page. Because as people click through on those ads they come to the Morro Bay website page of our choice. So, if we want to leverage those videos or that campaign page that is where we could elevate it through this campaign.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the SLO CAL sojourn marketing co-op campaign for ten thousand dollars. Board member Steve Allen seconded the motion.

MOTION: Carried 6:0

Michael spoke on the preliminary data from Epsilon who utilize credit card data to deliver online presence at a certain demographic level that we can target individually. They can account for anyone that comes back into market and spend money on those credit cards.

Hayley from ABBI said as Michael just stated, The whole thing with Epsilon is that they can message potential visitors and then track them to see if they came back into Morro Bay to become guests and then from there they are also able to use credit card data to track how much they are spending so we can figure out who our high-volume visitors are and better target them in the future having that data in our back pocket. This is the preliminary data. They are putting together their full NEI which is their net economic impact report. That comes ninety days post campaign which should be coming in October. This initial report is telling us that for every one dollar we spent. We received ten dollars return on that spend which is lovely to see. That tells us that when people are seeing our ads they are coming in and spending money in market. For a total visitor spend in the measurement window of May 11th through July 31st of eight hundred and ninety-nine thousand dollars. A couple of other key call outs is that accommodations was twenty five percent of overall visitor spend. That tells us that they are coming and staying in hotels and not camping. And then dining is our second highest spend which we would expect as that is a big driver for travel.

Michael asked Haley that when we get to the final report, he had been speaking to Amish on this, this is fifty percent of the spend but they do have a breakdown of the rest of the spend. Right?

Hayley stated yes.

Michael stated that much like Hayley said we had this spend, we had six thousand visitors come in, two million people reached on this. Total transaction of fourteen thousand. This is amazing data. we do not get to see this with any other opportunity in marketing. Michael stated that he wanted to dive into demographics for this real quick Chris. This is what

you were talking about. Thirty percent of who we served up was sixty-five plus. The bulk of this is the forty-five plus traveler. Part of this is because we are able to target that worth. Primarily the biggest traveler was the two hundred and fifty to five hundred thousand or above. We are seeing some good travel points from the fifty to ninety-nine thousand coming to us in that time frame through this campaign. The data is interesting. It breaks down by marital status, gender, and other factors. And it shows that the decider is the female in this. Visitor by education, was college or some college education. So, this tells us these ads were delivered to the right people. The people that have time, money, and will travel. This is the biggest thing for us. That is why Michael is coming back to the board with this. This is just the first round of it . We will have the final data and then we'll have the next round of data for the second round we ran in December. So that is why Michael is coming back to the board to say hey let's approve another round of this sometime in this next year as these campaigns seem to be working. Michael stated that we launched this in summer so we don't know if they were planning on coming or not. We don't know if we can answer that but it converted them in an environment where they were other things to do like travel abroad, Hwy 1 was closed, lakes were full, that type of stuff. We might get more insights into that as the second round of this spend as it pushes into Summer and early Fall. Being able to relaunch campaigns like this on top of the third parties. We will have more awareness out for Morro Bay in Winter for this fiscal year than we have ever had before. It is going to be a learning moment for us just because we are spending so much for this year. We can pull this back as we are looking at the next fiscal year and say this worked for us during this time frame. Let's launch these programs like this so that we are not having to decide this in the first quarter of the fiscal. The problem with that is we don't have our finances finalized until then because of our trailing amount from the year prior. But we will put programs like this into work for the next fiscal year and we will have a lot of data coming from it.

The board discussed.

PUBLIC COMMENT: None

ACTION: Board chair Amish Patel made a motion to tentatively approve the two hundred-thousand-dollar Epsilon spend given the report from Epsilon on their NEI. Board member Steve Allen seconded the motion.

MOTION: Carried 6:0

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.

Hayley of the ABBI Agency stated the idea behind this campaign is to elevate local voices and stories to share what makes Morro Bay unique with people that are looking to book a trip, We will use locals around different content pillars wildlife watching performs very well, outdoor activity especially water activity. So, we will build out a campaign around local people where we will tell their story in a fun and engaging way. There is talk of having a little bit of humor to help stand out in a crowd. Humor doesn't get used often in the destination space. We can use this to add another layer to our other campaigns both earned, owned, and paid to bring people into the Morro Bay funnel and book a trip. Some of the ways we are proposing to amplify this is through paid media, social media, We will do some PR efforts around it to bring people to the videos we do and some corresponding blog posts that dive a little deeper into each of those content pillars.

Michael stated that these would be similar to the SLO CAL Crafted videos. Where we are telling stories about our independent spirit, who and what Morro Bay is, and what "Come Get Salty" means.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the Salt of Morro Bay content Campaign Board member Steve Allen seconded the motion.

MOTION: Carried 6:0

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.

Michael introduced Judy Salamacha of the Maritime Museum and gave background on the event and stated that last year the Board approved a two thousand dollars sponsorship. He stated that we don't currently have a Harbor Festival and He, Judy Salamacha, and the Maritime Museum have talked about building this in the coming years into a three-day festival that is a celebration of Morro Bay and our Maritime background and who and what we are.

Judy Salamacha of the Maritime Museum gave a presentation explaining the event and what it entails.

Board member Steve Allen asked Michael how do we justify the spend on this event.

Michael stated that this is part of building events to have things for people to do. We are helping this event build into a stand-alone three-day event that builds year after year. For this year, for overnight occupancy we have been promoting this for a number of months now and he believes this can build into overnight stays for us and something to do. And a reminder we don't have our Avocado Margarita Festival this year. We do have our Triathlon in early November and then our world Surf League in December. So, this would be our one event in October.

Board Chair Amish Patel asked if it would be beneficial to have the San Salvador coincide with the Maritime event.

Judy Salamacha stated that October was when it was here the last time and that they would like to have it come back at the same time the Family Fun Day event is happening. She stated that she and Michael had been talking about bringing other vessels in as the San Salvador will not be able to come every year.

The Board discussed

PUBLIC COMMENT: None

ACTION: Board member Steve Allen made a motion to approve the five-thousand-dollar sponsorship for the Maritime Museum Family Fun Day. Board Chair Amish Patel seconded the motion.

MOTION: Carried 6:0

*Board member Sarah Johnson Rios left the meeting at 11:00 am

Michael apologized for the length of the meeting and stated that the next business item was the last that needed a vote if any of the Board had to leave the meeting but the rest of the agenda would only need about twenty minutes.

Board Chair Amish Patel asked if a motion was needed to extend the meeting.

Michael stated yes.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to extend the Board meeting to 11:20 am. Board member Chris Kostecka seconded the motion.

MOTION: Carried 6:0

11. Morro Bay Winter Bird Festival Sponsorship – \$5,000 January 2024 (15 min) *motion required*
Staff to provide board with a sponsorship opportunity of \$5,000 for the Morro Bay Winter Bird Festival.

Michael gave an update on the last two years of the event. He stated that last year the Board approved seven thousand five hundred dollars. Chris Cameron and his team are requesting ten thousand five hundred dollars for this year. Michael then introduced Chris Cameron.

Chris Cameron from the Morro Bay Winter Bird Festival gave a presentation explaining the event.

The board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve a Ten-thousand-dollar sponsorship for the Morro Bay Winter Bird Festival. Board member Steve Allen seconded the motion.

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.

Amanda Barham and Lydia Eason gave an update on what the ABBI Agency has been doing to market Morro Bay.

Michael asked if there were any questions. There were none.

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

Michael gave an update on the current financials.

Board member Steve Allen asked if there were any outstanding funds from the City that have not come in yet.

Michael stated yes.

14. Declaration of Future Agenda Items: Michael stated that he would like to call a special meeting in October to go over the Epsilon report and have the Board finalize the tentative approval of funds for more reports by Epsilon. Michael also stated that at the next meeting he would like to dive a little bit further into Visit Morro Bay's stance on the TOT audit.

15. Next Board of Directors meeting – November 16, 2023 – 9:00am – 11:00am – Via Zoom

ADJOURN. Board President Amish Patel adjourned the meeting at 11:25 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.