



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Wednesday July 28, 2021

9:00 am – 10:30 am

Virtual via Zoom

<https://us05web.zoom.us/j/2816446915?pwd=M0QwU2o3bnhvWnZyQ2RuNIY4RytPUT09>

Meeting ID: 281 644 6915 Passcode: 2021

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

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>M. Wambolt</b>
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<b>EXECUTIVE DIRECTOR REPORT</b>	<b>M. Wambolt</b>
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3. Executive Director Report

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

<b>CONSENT AGENDA – motion required</b>	<b>M. Wambolt</b>
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4. Approval of July 1, 2021 Board of Directors Meeting Minutes (5 mins)

<b>BUSINESS ITEMS &amp; DISCUSSIONS</b>	<b>M. Wambolt</b>
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5. Mental Marketing Summer Campaign Update

*Mental Marketing will give an update on the summer campaign and future programs.*

6. Visit Morro Bay Strategic Plan – Coraggio Group Proposal – motion required

*Staff will request approval to fund Coraggio Group’s strategic plan proposal in the current fiscal year.*

7. Visit Morro Bay and City of Morro Bay TBID Contract – motion required

*Board of Director will review City of Morro Bay and Visit Morro Bay’s TBID contract and will consider a recommendation for approval.*

8. Executive Director Contract Approval – motion required

*Board of Directors will review Executive Director’s contract and will consider a recommendation for approval.*

9. Visit Morro Bay Marketing RFP Update and Timing Discussion

*Staff will provide an update on the 2021-23 Marketing RFP and will discuss with Board timing of RFP*

10. Visit Morro Bay Board of Directors Meeting Schedule

*Staff will present Board of Directors with potential meeting schedule for FY2021-22*

**11. Update of funds previously allocated for City trash service**

*Staff will update the Board on the City trash service and consideration for the \$10,000 allocation of the TBID funds as was previously committed to the City in March 20201 by previous TBID board.*

**12. Declaration of Future Agenda Items**

**13. Next Board of Directors meeting**

**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 members 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 Taylor Slauson at (805) 225-7411 at least 48 hours prior to the meeting.