



# Agenda

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## Visit Morro Bay Board of Directors

### Visit Morro Bay Board of Directors Agenda

Thursday, September 16, 2021

9:00 am – 11:30 am

Virtual via Zoom

<https://us02web.zoom.us/j/83572784421?pwd=UXNmK3NzT3BxSzNVa1dQcDB5M0k4Zz09>

Meeting ID: 835 7278 4421 Passcode: 634979

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

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

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| <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*

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| <b>CONSENT AGENDA – <i>motion required</i></b> | <b>M. Wambolt</b> |
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4. Approval of July 28, 2021 Board of Directors Meeting Minutes (5 mins)
5. Approval of August 12, 2021 Special Board Meeting Minutes

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| <b>BUSINESS ITEMS &amp; DISCUSSIONS</b> | <b>M. Wambolt</b> |
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6. Visit Morro Bay Strategic Plan Update – Coraggio Group Update (15 min)  
*Staff will give an update on the Strategic Plan Process. Chris Harder from Coraggio Group will provide next steps and answer questions.*
7. Visit Morro Bay EDI and Visitors Profile Co-op update (15 min)  
*Staff will provide an update to Visit SLO CAL's EDI and Visitors profile survey co-op.*
8. Rotary of Morro Bay Lighted Boat Parade Sponsorship (10 mins) – *motion required*  
*Staff will request Board approval to sponsor the Rotary Morro Bay Lighted Boat Parade. Up to a value of \$2,500.00*
9. Visit Morro Bay Marketing RFP Finalist Recommendation - Abbi Agency (30 mins)– *motion required*  
*Staff will make a recommendation to the Board to approve Abbi Agency as the agency of record for Visit Morro Bay. Contract with Abbi Agency would run October 2021- June 2023.*
10. Marketing Update – “Secret Season” – (10 Min)  
*Staff will provide an update to the shoulder season marketing – “Secrets Season”*
11. Declaration of Future Agenda Items
12. Next Board of Directors meeting – November 18, 2021 – 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 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.