



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, July 24, 2024

9:00 am – 11:00 am

Inn at Morro Bay

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

M. Wambolt

EXECUTIVE DIRECTOR REPORT

M. Wambolt

3. Executive Director Report (20 min)

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

CONSENT AGENDA – *motion required*

M. Wambolt

4. Approval of May 22, 2025 Board Meeting Minutes

5. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

6. Visit Morro Bay Board of Directors Officer Selection (10min) *motion required*

VMB board of directors to select and approve officers for FY2025-26. Officer positions open: Board Chair, Vice Chair, Secretary and Treasurer

7. Avocado Margarita Festival Sponsorship Approval – Sept 2025 (10min) *motion required*

Board to hear proposal from Morro Bay Chamber of Commerce, for the Avocado Margarita festival sponsorship. Board to discuss and potentially approve funds.

8. Approval of Reserve Funds for VCA Co-op Expedia Campaign (10mins) *motion required*

Staff to present VCA Expedia Co-op. Board to discuss and approve funds.

9. Approval of U.K. and Germany Representation FY2025-26 (10mins) *motion required*

Staff to present U.K. and Germany FY2025-26 representation contracts. The board approves funds for both contracts.

10. Approval of SLO CAL Co-op Travel Exchange Tradeshow in UK (15mins) *motion required*

Staff to present VSC co-op opportunity for the European Travel Week tradeshow in the UK. Board to discuss and approve funds.

11. Approval of Tempest Growth Marketing Contract FY2025-26 (15min) *motion required*

Staff to present Tempest Growth Marketing contract. Board to discuss and approve funds.

12. Events Sponsorships Approval or Forming of Events Sponsorship Sub-committee - (15mins) *motion required*

Staff presents sponsorships for SLO Writers Conference, Tunes and Tidlands, MB Triathlon and WSL SLO CAL Open. Board to approve funds for the events or approve events sponsorship sub-committee.

13. VMB Marketing Update (10mins)

Abbi Agency to give marketing update.

14. Holiday Lights Update (15mins)

Staff to give an update on Ice Rink and present Holiday Placemaking funds. Board to give next steps.

15. Next Board of Directors meeting — September 25, 2025, In person, location TBA.

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 Liz Gilson at (805) 225-7411 at least 48 hours prior to the meeting.