



Agenda

Visit Morro Bay Board of Directors

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Thursday, January 22, 2026

9:00 am – 11:00 am

Visit Morro Bay Office - 695 Harbor St. Morro Bay

1. CALL TO ORDER - Board Chair Amish Patel brought the meeting to order at 9:00 am

PRESENT: Board members - Amish Patel, Morgan Howard, Robert Elzer, Dane Jacobs, John Craig, Chris Kostecka joined the meeting at 9:09 am.

ABSENT: Board member Mark Roemer

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Mariana Garcia

PUBLIC PRESENT: Vacation Rental Owner – Sean Green, Visit SLO CAL – Kristen Carlson, The ABBI Agency Staff, Abbi Whitaker, Ty Whitaker, Taylor Stewart, Amanda Barnham, Alyssa Johnson, and Henry Merschel

2. PUBLIC COMMENT (On Non-Agenda Items)

Sean Green asked the Board to consider creating an email address so that the public may contact Board members.

ANNOUNCEMENTS - None	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 update on current projects, reporting and areas of focus for the months ahead

Michael introduced the new Board member City Manager John Craig.

Holiday Light & Decor: Michael stated that the ere purchased and installed by City maintenance. They were well received.

Events: The Winter Bird festival was the biggest ever with 1300 attendees. The Kite festival is moving forward with Shaun Farmer helping this year. He may step away from it next year. Tourism will be working with the City on parking situation again this year. Liz is managing the City-Wide Yard Sale and has started advertising and collecting sellers.

Finances: Michael stated that the operating account currently has \$445,801.71 and the reserve account has \$797,851.13. He stated that the up coming Expedia spend will be filtered out of the reserve account.

International: Michael stated that he participated with Visit SLO CAL at the UK Travel week and made good connections. Our German partners are attending a trade show on our behalf and the UK group is still currently training travel agents this week. He also stated that with HWY 1 opening this should bring up international travel demand.

Reports: Michael went over current TOT and STR reports. He stated that Morro Bay and SLO CAL showed a slow down for the start of the summer. Michael believes this was due to an unusually slightly cooler summer in the Central Valley

and current political climate. He also stated that numbers flattened out in the Fall and there has been a slow start to winter.

Marketing: Michael stated that the Epsilon campaign has started. He also stated that the Expedia Visit CA Co-op from August – December 2025 was successful. He stated that our spend was \$59,845.00. This brought in 3,161 room nights, brought revenue of \$513,900 into the market with ROAS at 8.6. This has been turned on again for this upcoming year.

Promotions: Michael stated that for the January restaurant month Mariana reached out to restaurants to procure deals. Though she tried to get Prix Fix menus, she was able to get percentages off the bill or free item with purchase. For May Adventure month Marianna is now working on reaching out to businesses to procure deals.

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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4. Approval of Nov 20, 2025, Meetings Minutes

Board Chair Amish Patel asked if any board member had any questions or concerns. Seeing none he asked for a motion.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard made a motion to approve the November 20, 2025, Board meeting minutes. Board member Chris Kostecka seconded the motion.

MOTION: Carried 6:0

5. Approval of Visit Morro Bay Financials

Board Chair Amish Patel asked if any Board member had any questions or concerns. Seeing none he asked for a motion.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard made a motion to approve the Visit Morro Bay financials. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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6. SnapSea Website UGC Approval - (20 mins) *motion required*

Staff to present SnapSea UGC add on to the VMB website. Board to discuss and approve.

Michael explained that SnapSea is a digital access manager with user generated content and that Mariana would be managing this. He stated that we will get permission and the right to use images from users that post these images. This will build our image library and we will then be able to give access Morro Bay hoteliers, other businesses, and anyone else promoting Morro Bay.

Michael then presented and went over SnapSea's PowerPoint presentation as a representative could no be at the meeting.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve \$9700.00 for 12 months. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

7. Abbi Agency Marketing Update (25min)

Abbi Agency to give marketing update.

Michael introduced the ABBI Agency staff. The ABBI Agency Staff gave a marketing update on current projects and social media numbers.

8. Visit Morro Bay Billboard Sub-committee (10 mins) *motion required*

Board to approve Hwy 1 Billboard Sub-committee for annual billboard update.

Michael explained what is needed from the subcommittee and would like three volunteers.

The Board discussed and Board member Chris Kostecka recommended board member Morgan Howard. He accepted. Board members Dane Jacobs and John Craig volunteered.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve Board members Morgan Howard, Dane Jacobs and John Craig for the Billboard subcommittee. Board member Chris Kostecka seconded the motion.

MOTION: Carried 6:0

9. Visit Morro Bay Executive Director MBTBID Renewal Bonus Approval (20 mins) *motion required*

Board to discuss renewal of MBTBID bonus for the executive director. Board to potentially approve up to a 20% bonus.

Michael explained the MBTBID renewal process and stated that he has 80% approval currently and that he will be going to the next City Council meeting for approval. Then the 45-day rebuttal period begins. Then there will be one last hearing March 24th. Michael then left the room for the Board to discuss.

The Board discussed and decided to approve 20% bonus upon final approval of the renewal but going forward would like it noted that in the future any bonuses for this would be 10% for a 5-year renewal and 20% for a 10-year renewal.

PUBLIC COMMENT: None

ACTION: Board member Dane Jacobs made a motion to approve the 20% bonus upon completion of the 10-year renewal and that any future bonuses be at 5 year, 10% and 10 year, 20%. Board member Morgan Howard seconded the motion.

MOTION: Carried 6:0

10. Approval of Moving March VMB Board Meeting - (10mins)

Due to travel conflicts staff are recommending moving March board meeting to March 12 or 19. Board to discuss and approve new date.

Michael asked the Board if they would be open to moving the March Board meeting from March 26th to either March 12 or the 19th.

The Board discussed and it was determined that board members would check and get back to Michael at a later date to confirm which date would be best.

11. Next Board of Directors meeting – Tentatively scheduled for March 12th .

ADJOURN. Board Chair Amish Patel Adjourned the meeting at 10:43 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.