



Agenda

Visit Morro Bay Board of Directors Meeting

Thursday, July 23, 2026

9:00 am – 11:00 am

Visit Morro Bay Office

695 Harbor St. Morro Bay, CA 93442

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

ANNOUNCEMENTS	K. Rupp
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EXECUTIVE DIRECTOR REPORT	K. Rupp
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3. Executive Director Report (15 mins)
Staff will provide an update on current projects, reporting, and areas of focus for the months ahead.

CONSENT AGENDA (5 mins) <i>motion required</i>	K. Rupp
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4. Approval of May 28, 2026, Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS	K. Rupp
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6. Approve Krista Rupp as Visit Morro Bay President of Visit Morro Bay for Banking (5 mins) *motion required*
Board approves the appointment of Krista Rupp as President of Visit Morro Bay for Chase banking purposes.
7. Approve Office Rental Lease Contract with the City of Morro Bay (5 mins) *motion required*
Board approves and authorizes the Director & Chair to execute office rental agreement.
8. Approve FY 26-27 UK & Germany Representation Contracts (15 mins) *motion required*
Board approves and authorizes the Director to execute the UK & Germany Travel Trade representation contracts.
9. Approve FY 26-27 TAA Marketing Agreement (20 mins) *motion required*
Board receives overview and authorizes the Director to execute annual marketing services agreement.
10. Approve 2026 Avocado & Margarita Festival Sponsorship (20 mins) *motion required*
Board receives update and approves the Avocado & Margarita Festival sponsorship funding request.
11. Approve 2026 Tunes at Tidelands Sponsorship (20 mins) *motion required*
Board receives update and approves the Tunes at Tidelands sponsorship funding request.
12. Approve Board Member Request(s) for Future Agenda Items (5 mins) *motion required*
Board members present items to be discussed at future meetings. Board to approve future agenda items.
13. Next Board of Directors meeting – September 24, 2026, In-Person (1 min)

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.