Meeting Minutes

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 -** Board Chair Amish Patel brought the meeting to order at 9:01am

   PRESENT: Board members **-** Amish Patel, Robert Elzer, Dane Jacobs, John Craig, Mark Roemer, Chris Kostecka

   ABSENT: Board member, Morgan Howard

   STAFF PRESENT: Executive Director Krista Rupp, Administrative Assistant Elizabeth Gilson

   PUBLIC PRESENT: City Council member Jeff Eckels, Aleigh Hogan Visit SLO CAL, Tina Clark Morro Bay Chamber of Commerce, Brady Lock Morro Bay Active Seniors – City of Morro Bay

2. **PUBLIC COMMENT (On Non-Agenda Items)**

   City Council member Jeff Eckels thanked Visit Morro Bay and Board members for all the hard work they do.

ANNOUNCEMENTS - None	**K. Rupp**

EXECUTIVE DIRECTOR REPORT	**K. Rupp**

3. **Executive Director Report** (15 mins)
   Staff will provide an update on current projects, reporting, and areas of focus for the months ahead.

   Krista Rupp summarized the information provided in the staff report, presenting highlights from the months of June and July including PR coverage, marketing stats, and marketing approach for the fiscal year.

   Staffing Update

   - Krista spoke on Resignation of Tourism Coordinator Mariana Garcia, recruitment underway.

   Director Onboarding & Engagement

   - Continued integration into internal platforms and financial processes
   - Ongoing familiarization with vendors, stakeholders, site tours
   - City depts. meetings planning, finance, recreation/events, Council
   - SLO CAL Marketing, and Advisory Council Meeting (City Manager & Mayor members)
   - Maritime History Museum tour, Bird Fest, Chamber/AvoMarg Fest Planning
   - Inn at Morro Bay tour, KSBY Valentina Saldana, Breakfast on the Bay Panelist,
   - Chamber Business Advisory Committee meeting: How can they support VMB?

   TBID Renewal

- Owner's Association Agreement completed
- STR Notice of TBID renewal completed

Events

- Sponsorship application & post-event forms refreshed for FY 26-27
- July 3rd Drone Show success, appreciation to board, 8K people
- Bird Festival "save the dates" with VMB link/logo distributed
- Avocado Margarita & Tunes at Tidelands here today

Finances

- As of June 30, 2026
    - Operating Account $273,001.20
    - Reserve Account $528,850.54
- TBID May income: $101,864.88

International

- UK & Germany travel trade agreements review

Reports

- TOT and STR Reports in packet and available via online partner portal/email newsletter
    - Per STR sample, YTD May '26 vs May '25 Revenue is up 16%

Marketing

- Asset Inventory & Analysis: Preliminary Brand Refresh work
- DAM image & video gallery migration
- TAA FY 26-27 Scope of Work & Paid Media Plan Review
- Always On & Seasonal Event-driven Campaign Structure
- Media Coverage – KBAK, SFGate, Travel + Leisure, and more
- Expedia VCA Co-op Jan '26 – Jun '26
    - Spend $59.8K
    - Impressions 3.1M
    - Clicks 2,796
    - Room Nights 4,763
    - Rev $892.1K
    - ROAS 14.9
    - Top 5 markets by room nights Fresno, Bakersfield, LA, Clovis, Sacramento
- Epsilon Nov '25 – May '26
    - Investment $83K
    - 4.5K visitors reached with ad that visited Morro Bay during period
    - Average spend of $135, totaling $608K
    - ROI $7:1
    - Visitors aged 45+ contributed 88.6% of visitor spend
    - HHI of $150K+ contributed 80.1% of visitor spend
    - Top 3 feeder markets by visitor spend: LA, Fresno, SF-OAK-SJ

CONSENT AGENDA (5 mins) *motion required*	**K. Rupp**

4. Approval of May 28, 2026, Board Meeting 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 Dane Jacobs made a motion to approve the May 28, 2026, Board meeting minutes. Board member Robert Elzer seconded the motion.

MOTION: Carried 5:0

Board member Chris Kostecka abstained.

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 Mark Roemer made a motion to approve the May 28, 2026, Board meeting minutes. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

BUSINESS ITEMS & DISCUSSIONS	**K. Rupp**

6. **Approve Krista Rupp as 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.

Krista explained that Chase Bank requires the primary account holder to be named as/have a title of "President" of Visit Morro Bay and for it to be documented in Board meeting minutes. The request was for a Board vote to name her President of Visit Morro Bay, in addition to the title Executive Director/CEO, for the Visit Morro Bay Checking, Savings, and Credit Card accounts at Chase Bank. Krista stated that she has been working with Chase Bank and currently has access to checking and savings accounts and has a Debit card.

The Board discussed.

PUBLIC COMMENT: City Council member Jeff Eckels stated that the Board might want to consider a resolution.

ACTION: Board member Chris Kostecka made a motion to extend Executive Director/CEO Krista Rupp's title to include President of Visit Morro Bay for banking purposes.

MOTION: Carried 6:0

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.

Krista went over the specifics of the City Rental Agreement for the Visit Morro Bay office in the City building at 695 Harbor St. This agreement will also include the portion of utilities Visit Morro Bay is responsible for.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel made a motion to approve the City Rental Agreement. Board member Mark Roemer seconded the motion.

MOTION: Carried 5:0

Board member John Craig abstained.

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.

Krista spoke about the UK and Germany marketing companies She went over current issues with getting international travelers. Krista then went over specifics on what the two companies do for us in promoting Morro Bay as a destination. She stated that the current yearly contracts are UK $26,775 and Germany $25,000.

The Board Discussed.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to continue and approve contracts with the UK and Germany marketing companies. Board member Chris Kostecka seconded the motion.

MOTION: Carried 5:1

Board member Mark Roemer asked for a 5-minute break.

PUBLIC COMMENT: None

ACTION: Board Chair Amish Patel asked for a motion to approve a 5-minute break starting at 9:45 am.

MOTION: Carried 6:0

Board Chair Amish Patel called the meeting back to order at 9:50 am.

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.

Krista went over the specifics of the FY 2026-27 The ABBI Agency marketing agreement. Krista wishes to renew the service agreement for Fiscal Year 2026-27, aligned with the goals to 1) Sustain Year-Round Demand, 2) Drive Weekday/Extended Visitation During Warmer Months, and 3) Generate Repeat Visitation + Event-Driven Destination Awareness.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the FY 2026-27 The ABBI Agency marketing Agreement. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

10. **Approve 2026 Avocado & Margarita Festival Sponsorship** *(20 mins) motion required*
Board receives update and approves the Avocado & Margarita Festival sponsorship funding request.

Krista gave a brief report on the event and the history of funding the event in 2025 and the funds moving to the 2026 event date. She then introduced Tina Clark CEO of the Morro Bay Chamber of Commerce.

Tina thanked the Board for their support and current sponsorship funds already provided. She the gave a report on the progress of the event and why she is requesting more funding of $10,000.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the additional $10,000. Requested by the Chamber of Commerce for the 2026 Avocado Margarita Festival. Board member Mark Roemer seconded the motion.

MOTION: Carried 6:0

11. **Approve 2026 Tunes at Tidelands Sponsorship** *(20 mins) motion required*
Board receives update and approves the Tunes at Tidelands sponsorship funding request.

Krista gave a brief report on the funding request from the Morro Bay Active Seniors for their Tunes at Tidelands event over 4 Thursdays in September.

Brady Lock of the City of Morro Bay Recreation Department spoke on the event and their request for $5,000. sponsorship for their event

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Dane Jacobs made a motion to approve sponsorship of $5,000 for the Tunes at Tidelands event put on the City of Morro Bay Active Seniors. Board member Chris Kostecka seconded the motion.

MOTION: Carried 6:0

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.

Board Chair Amish Patel asked if the Board had any requests for additional agenda items.

The Board briefly discussed. No future agenda items were requested.

13. **Next Board of Directors meeting – September 24, 2026, In-Person** *(1 min)*

ADJOURN. Board Chair Amish Patel adjourned the meeting at 10:54 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 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.