



Meeting Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

Thursday, March 12, 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 9:04 am

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

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Mariana Garcia

PUBLIC PRESENT: City Council member Bill Luffee and Morro Bay in Bloom – Walter Heath

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

City Council member Bill Luffee Spoke on the City looking into doing a Drone Show on Friday July 3rd and an explanation of what that would entail. He also asked for financial sponsorship for the show if it is finalized and stated that he is asking other groups to sponsor as well.

ANNOUNCEMENTS

M. Wambolt

Board Chair Amish Patel recognized Executive Director Michael Wambolt for his efforts on improving Visit Morro Bay.

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

Holiday Lights: Lights and decorations will be donated to the City

Renewal Update: Michael stated that everything is on track for the 10-year TBID renewal to go through. He stated that there was one more City council meeting for final approval.

Events: Michael stated that the City-Wide Yard Sale was a success with the most sellers and visitors in recent history. Michael stated the Kite Festival preparations are moving ahead and that Mariana is working on volunteers for parking and traffic control.

Finances: Michael stated that the operating account has \$368,201.91 in it and that the reserve account has \$700,875.38 in it.

International: Michael stated that our German partners are attending a trade show on our behalf and the UK group is still currently training travel agents.

Reports: Michael went over current TOT and STR reports.

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. 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.

CONSENT AGENDA – *motion required*

M. Wambolt

4. Approval of January 22, 2026, 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 Dane Jacobs made a motion to approve the January 22, 2026, Board meeting minutes. Board member Morgan Howard seconded the motion.

MOTION: Carried 7:0

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 John Craig made a motion to approve the Visit Morro Bay financials. Board member Dane Jacobs seconded the motion.

MOTION: Carried 7:0

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

6. Visit Morro Bay Transition Sub-Committee Update

Transition Sub-Committee to give update of the executive director recruitment. Board to hear sub-committee decision.

Board Chair Amish Patel gave an update on the two candidates interviewed by the subcommittee for the Executive Director position. He stated that the next step was to get a basic compensation packet and contract done and to confer with an attorney. He stated that no one had been chosen at this time.

The Board discussed.

7. Visit Morro Bay Approval of Attorney of Record (5 mins) *motion required*

Staff to recommend an attorney of record. Board to approve attorney of record.

Michael stated that he had talked to Bill Schultz in regards to him becoming our attorney of record.

City Council member Bill Luffee spoke on the qualifications of Mr. Schultz.

The Board discussed.

Board Chair Amish Patel asked for a Motion.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard made a motion to approve Bill Schultz as the attorney of record for Visit Morro Bay. Board member Chris Kostecka seconded the motion.

MOTION: Carried 7:0

- 8. Morro Bay in Bloom – I LOVE Morro Bay – Grant - \$5,000 (10 mins) *motion required***
Walter Heath from Morro Bay in Bloom to present grant request. Board to discuss and potentially approve funds.

Michael spoke on Walter Heath's qualifications and introduced Walter Heath of Morro Bay in Bloom.

Walter Heath spoke about the I Love Moro Bay spring event for which he is requesting a \$5,000.00 sponsorship.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the sponsorship request for the \$5,000.00 sponsorship of the Spring I Love Morro Bay event. Board member Mark Roemer seconded the motion.

MOTION: Carried 7:0

- 9. Morro Bay Car Show Sponsorship Approval - \$5,000 (10 mins) *motion required***
Crusin' Morro Car Show will present grant request. Board to discuss and potentially approve funds.

Michael introduced Bree Smeed of the Cruisin Morro Bay Car Show.

Bree spoke about the car show and their request for a \$5,000.00 sponsorship.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard made a motion to approve the sponsorship request for the \$5,000.00 sponsorship of the Car show. Board member Dane Jacobs seconded the motion.

MOTION: Carried 7:0

Board Chair Amish Patel called a 10-minute Break at 10:10. The meeting resumed at 10:21.

- 10. Morro Bay 4th of July Drone Show Discussion. (15mins)**
Staff to and City to present a Drone Show opportunity for the 4th of July. Board to discuss next steps.

Michael clarified that the Drone show would be on Friday July 3rd and not Saturday July 4th. He then presented information on the Drone show opportunity and the request for sponsorship of \$25,000.00.

City Council member Bill Luffee stated that the City is still trying to work the kinks out.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to approve the sponsorship request for the \$25,000.00 sponsorship of the July 3rd. Drone show. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

Board member John Craig recused himself from the vote as he is City Manager.

- 11. Maritime Museum Endorsement – Triangle Lot included in Harbor Master Plan (15 mins) *motion required***
Ron Reisner will present a requested endorsement from VMB to include the triangle lot in the Harbor Master Plan. Board to discuss and potentially approve board endorsement.

Michael introduced Kendall Welch of the Morro Bay Maritime Museum.

Kendall spoke on the history of the Harbor Master Plan and the Triangle lot and the need for endorsement of the Visit Morro Bay Board of Directors to include the Triangle lot in the Harbor Master plan as it is not on there currently.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the request for the Visit Morro Bay Board of Directors to sign the endorsement for the Maritime Museum to be included in the Harbor Master Plan. Board member Morgan Howard seconded the motion.

MOTION: Carried 6:0

Board member John Craig recused himself from the vote as he is City Manager.

12. Morro Bay Kite Festival Update and Funds Approval – Extra \$5,000 (10 mins) *motion required*
Staff to give updates on Kite Festival and present the need for extra funds. Board to discuss and approve.

Michael spoke on Shaun Farmer's request and need for an additional \$5,000.00 in sponsorship for the Kite Show.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to approve the sponsorship request for the extra \$5,000.00 sponsorship of the Kite Festival. Board member Dane Jacobs seconded the motion.

MOTION: Carried 7:0

13. Next Board of Directors meeting – May 28, 2026, 9:00am-11:00am – Visit Morro Bay Office

Declaration of Future Agenda items - None

ADJOURN. - Board Chair Amish Patel adjourned the meeting at 10:56 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.