Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda
Thursday, May 28, 2025
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, Morgan Howard, Robert Elzer, Dane Jacobs, John Craig, Mark Roemer.

   ABSENT: Board member Chris Kostecka

   STAFF PRESENT: Executive Director Krista Rupp, Administrative assistant Elizabeth Gilson, Mariana Garcia Tourism Coordinator.

   PUBLIC PRESENT: John Solu, Sean Green, Kendra Pauldin of ECO SLO, Kristen Carlson Visit SLO CAL, Abbi Whitaker, Amanda Barnham, Alegra Demerjian of The ABBI Agency.

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

   Kendra Paulding of ECO SLO spoke on their mission and their efforts to organize creek cleanup events.

   Sean Green asked if a Board email had been set up for the public to contact Board members.

   He was told that one had. It is board@morrrobay.org.

   Sean Green also spoke on what he saw as Visit Morro Bay's role in Economic development and participating in the conversations being had.

ANNOUNCEMENTS	**K. Rupp**

Board Chair Amish Patel formally welcomed New Executive Director Krista Rupp and spoke on her experience and credentials and then asked the rest of the Board to introduce themselves.

Krista Rupp stated that she was happy to be here and elaborated more on her experience.

EXECUTIVE DIRECTOR REPORT	**K. Rupp**

3. **Executive Director Report** (20 min)
   Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

   Director Onboarding: Executive Director Krista Rupp stated her appreciation for Board Chair Amish Patel's assistance. Discussed process of getting set up and getting access. She also spoke on her ongoing familiarization with vendors, stakeholders and site tours. Krista spoke about her experience going to the HWY 1 Reopening event and stated that it was a great celebration and thanked Visit SLO CAL for inviting her. She stated that Morro Bay will be a great anchor point for travelers. Krista stated that she attended the Morro Bay Waterfront Master planning workshop and participated in the discussion. Krista spoke on responding to a reporter from Morro Bay Life regarding the HWY 1 opening impact on tourism.

Renewal Update: Krista stated that the 10-year district plan for 2026 -2036 is complete and can be found on our website www.morrobay.org. She also stated that a notice of renewal is being sent to lodging members by mail and email. Krista then noted that the Owner's Association Contract will be discussed as an agenda item later in this meeting.

Events: Krista stated that there has been outreach both from events organizers to her and herself to event organizers such as the Winter Bird Festival. Krista stated that the July 3rd City event and Drone show will be happening and that funding has already been approved for it. She also stated that groups requesting sponsorship for events will be coming to future Board meetings to present their event and request for sponsorship

Finances: Krista stated that she has been working on the Budget and that there is $87,393.87 in the operating budget and 678,831.74 in the reserve account.

International: Krista spoke on Mariana attending the IPW travel Trade Show with Visit SLO CAL. She stated that she connected with the German representation firm on receiving reports and scope and also connected with the UK representation firm as well and will meet with them soon.

Reports: Krista went over the TOT Monthly STR and Weekly STR reports. She stated that Lodging revenue is up 16%

Marketing: Krista talked about nonpaid media coverage that Morro Bay is getting from being Voted # 3 best Beach Town by USA Today. Media Coverage of Actor Billy Bob Thorton moving to town, and through the VISIT CA and Visit SLO CAL HWY 1 event. Krista stated that we received good coverage from the coverage of the World Surf League. Krista also went over the information gathered with the Expedia VCA Co-op Jan. – June. The spend was $49.4K which netted 3,044 room nights, which produced revenue of $529,200.00 and ROAs of 10.7.

Promotions: Krista stated that Adventure month has been in May.

Krista stated that in the future she will have another line on the Executive Director Report called Advocacy- Industry Matters.

CONSENT AGENDA – *motion required*	**K. Rupp**

4. Approval of March 12, 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 Mark Roemer made a motion to approve the March 12, 2026, Board meeting minutes. Board member Dane Jacobs 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 March 12, 2026, Board meeting minutes. Board member Dane Jacobs seconded the motion.

MOTION: Carried 6:0

BUSINESS ITEMS & DISCUSSIONS	**K. Rupp**

6. **Approve Appointment of Krista Rupp as Visit Morro Bay Executive Director for Bank Access** *(5mins) motion required*
Approval to document the appointment of Krista Rupp as Executive Director. Board approves appointment.

Board Chair Amish Patel spoke on the moving parts of the Bank access process. He stated that this item on the agenda was necessary to officially approve the appointment of Krista Rupp as the new Visit Morro Bay Executive Director and by doing so to give her access to the Bank accounts and receive a new Business credit card.

PUBLIC COMMENT: None

ACTION: Board member Dane Jacobs made a motion to approve Krista Rupp's appointment as Executive Director of Visit Morro Bay and approve bank account access**.** Board member Mark Roemer seconded the motion.

MOTION: Carried 6:0

7. **VMB Approval of Fiscal Year 2026-27 Board Meeting Schedule** *(5mins) motion required*
Staff to present FY 26-27 board meeting schedule. Board approves meeting schedule for fiscal year 2026-27.

Krista went over the 2026-27 Board meeting schedule. She stated that the added special board meeting on July 23rd before the regular meeting so that the Board could vote on and approve new Board members for open seats. She also stated that staff would be advertising the open Board seats in the Estero Bay newspaper.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to accept the Board meeting schedule as presented by Executive Director Krista Rupp. Board member Robert Elzer seconded the motion.

MOTION: Carried 6:0

8. **Approval to Execute Owners' Association Agreement with the City of Morro Bay** *(5mins) motion required*
Staff to recommend approval of the updated Agreement. Board approves authorization to execute agreement.

Krista spoke on the agreement and working with the City to fine tune it. Krista recommended that the Board approve Krista and Board Chair Amish Patel signing the agreement when the agreement is finalized and approved by the City Council at their June 9, 2026, City Council meeting.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard made a motion to approve Krista and Board Chair Amish Patel signing the final agreement. Board member Robert Elzer seconded the motion.

MOTION: Carried 6:0

9. **Approval to Execute Office Rental Lease Agreement with the City of Morro Bay** *(5mins) motion required*
Staff to recommend approval to execute office rental agreement. Board approves execution of agreement.

Krista spoke about the office space rental agreement with the City. She stated that the agreement was not finalized at this time and that she would present it when the agreement is finalized. Krista stated that there was no action by the Board to be taken at this time.

The Board discussed.

PUBLIC COMMENT: None

ACTION: None

MOTION: None

10. **FY 2026-27 Draft Budget Review** *(20mins) motion required.*
Staff to present board FY 2026-27 draft budget. Board to discuss and approve draft budget.

Krista walked through the Visit Morro Bay 2026 -27 Budget Backup document explaining monies coming in and how they are categorized and spent. She stated that she has raised the budget by 1.5 percent. Noting that travel numbers are slightly up possibly due to HWY 1 reopening and International travel picking up. She also went over other factors to consider. Krista went on to state that Visit Morro Bay will not know the final financial numbers of the 2025 -26 budget until August 2026 as fund remittance runs on a 45-day delay. This could change the forecast numbers.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to approve the draft 2026 -27 budget as presented by Executive Director Krista Rupp. Board member Morgan Howard seconded the motion.

MOTION: Carried 6:0

A five-minute break was called at 10:16 am. The meeting was brought back to order at 10:22 am.

11. **VMB Marketing Update** *(20mins)*
Board to receive in-person marketing update from Abbi Agency.

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

12. **Next Board of Directors meeting – July 23, 2026, In-Person.**

ADJOURN. Board Chair Amish Patel adjourned the meeting at 10:55 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.

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