



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, November 20, 2025

9:00 am – 11:00 am

Visit Morro Bay Office - 695 Harbor St. Morro Bay

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	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

CONSENT AGENDA – <i>motion required</i>	M. Wambolt
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4. Approval of Sept 25, 2025, Board Meeting Minutes

5. Approval of Sept 25, 2025 Special Board Meeting Minutes

6. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS	M. Wambolt
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7. Approval Reserve Funds VCA Expedia Co-op - (10 mins) *motion required*

Staff to present Visit California Expedia Co-op for the second half of the year. Board to discuss and approve

8. Abbi Agency Marketing Update (25min)

Abbi Agency to give marketing update.

9. Morro Bay Lighted Boat Parade Sponsorship Approval - \$6,000 (20 mins) *motion required*

Morro Bay Rotary to present sponsorship for the 2025 Lighted Boat Parade.

10. Morro Bay Kite Fest Sponsorship Approval \$15,000 (20 mins) *motion required*

VMB Staff and Morro Bay Kite Fest to present sponsorship. Board to discuss and approve.

11. Visit Morro Bay Executive Director Bonus Approval (20 mins) *motion required*

Board to discuss bonuses and potential approval.

12. Next Board of Directors meeting – January 20, 2025 – 9:00am – 11:00am – Visit Morro Bay Office

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 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.