



Meeting Minutes

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Meeting Minutes

Thursday, November 20, 2025

9:00 am – 11:00 am

Visit Morro Bay Office - 695 Harbor St. Morro Bay

1. CALL TO ORDER - Board Chair Amish Patel called the meeting to order at 9:01 am

PRESENT: Board members - Amish Patel, Mark Roemer, Morgan Howard, Chris Kostecka joined the meeting at 9:06 am

ABSENT: Board members Andrea Lueker, Dane Jacobs and Robert Elzer

STAFF PRESENT: Michael Wambolt, Elizabeth Gilson, Mariana Garcia

PUBLIC PRESENT: Visit SLO CAL – Matt Halverson, The ABBI Agency Staff, Hailey Burgess, Taylor Stewart, Miles Buergin, and Henry Merschel

2. PUBLIC COMMENT (On Non-Agenda Items) - None

ANNOUNCEMENTS - None

M. Wambolt

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

Website: Michael stated that the new website has seen some good figures from the first growth team report. The team is currently updating a number of the pages to enhance SEO.

Events: Michael stated that Tunes at Tidelands was a success. The Morro Bay Triathlon went well and had 600 participants. The Witches Paddle went well and had hundreds of participants. Michael also noted that the City Harbor Department stopped all rentals of electric boats that day. The Lighted Boat Parade will be happening on December 13th and all seems to be coming along well for that event.

Finances: Michael stated that there is \$445,000 in the operating account but noted that \$100,000 is for the Epsilon spend from the Reserve account. He also stated that the Reserve account has \$938,649.75.

International: Michael stated that the UK trade show that he participated in was a good experience and that he got to make appointments with many travel companies from all over Europe. He stated that the German marketing company that we hired is attending trade shows on our behalf and that the UK marketing company is still training travel agents.

Reports: Michael went over the current TOT report and weekly and monthly STR reports. He stated that Morro Bay and SLO showed a slow down at the start of the summer. He stated that the North coast is lagging as well.

Marketing: Michael stated that the Epsilon reporting was very strong, Last time the Central Valley was turned off but this time it has been turned on. Expedia VCA Co-Op has gone live and the he would speak more about it later in the meeting.

Promotions: Michael stated that Mariana has been working on the Wine month promotion last September and Secret Season October-December and will be working on Adventure month for May.

CONSENT AGENDA – <i>motion required</i>

M. Wambolt

4. Approval of Sept 25, 2025, Board Meeting Minutes

Board Chair Amish Patel asked if anyone had any questions or comments on meeting minutes. Seeing none he called for a motion.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to approve the September. Board member Morgan Howard seconded the motion.

MOTION: Carried 4:0

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

Board Chair Amish Patel asked if anyone had any questions or comments on meeting minutes. Seeing none he called for a motion.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer made a motion to approve the September. Board member Morgan Howard seconded the motion.

MOTION: Carried 4:0

6. Approval of Visit Morro Bay Financials

It was decided that approval would be postponed until the January Board meeting since October financials were not available.

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

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

Michael stated that he is asking the Board to approve \$60,000.00 for the upcoming Visit California Expedia Co-op that will begin January 1, 2026, and run through June of 2026. He re-stated that the Co-op is a one-to-one match with Visit California and that the funds could come from roll over monies from last fiscal year or from the reserve.

The Board discussed.

Michael asked the Board for a vote.

PUBLIC COMMENT: None

ACTION: Board member Chris Kostecka made a motion to approve the \$60,000.00 for the upcoming Visit California Expedia Co-op that will run January – June 2026. Board member Mark Roemer seconded the motion/

MOTION: Carried 4:0

8. Abbi Agency Marketing Update (25min)
Abbi Agency to give marketing update.

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

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.

Michael spoke on the history of sponsorship and why the Rotary is asking for \$6,000.00 dollars.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer motioned to approve \$6,000.00 sponsorship of the Lighted Boat Parade. Board member Chris Kostecka seconded the motion.

MOTION: Carried 4:0

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.

Michael spoke on the history of the Kite festival sponsorship and Shaun Farmer's interest in continuing to organize it. Board member Chris Kostecka seconded the motion.

The Board discussed.

PUBLIC COMMENT: None

ACTION: Board member Morgan Howard motioned to approve \$15,000.00 sponsorship of the Morro Bay Kite Festival. Board member Chris Kostecka seconded the motion.

MOTION: Carried 4:0

11. Visit Morro Bay Executive Director Bonus Approval (20 mins) *motion required*
Board to discuss bonuses and potential approval.

Michael spoke on the bonus process.

The Board discussed. Board Chair Amish Patel went over his document on Merit Bonus System to be used moving forward in calculating bonuses. The Board discussed further and decided to vote on the Merit Bonus System document at January's Board meeting but did agree to give Michael an 18% bonus based on his 2025 salary.

PUBLIC COMMENT: None

ACTION: Board member Mark Roemer motioned to approve 18% of Michael's salary of \$135,000.00 as 2025 bonus. Board member Morgan Howard seconded the motion.

MOTION: Carried 4:0

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

Declaration of Future Agenda items: Amish asked to add to next meeting agenda, reviewing his document on Merit Bonus System to be used moving forward in calculating bonuses and voting to approve it.

ADJOURN. Board Chair Amish Patel adjourned the meeting at 11:00 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.