



Agenda

Visit Morro Bay Board of Directors

Visit Morro Bay Board of Directors Agenda

Thursday, September 25, 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

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

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

M. Wambolt

4. Approval of July 25, 2025, Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS

M. Wambolt

6. VMB FY 25-26 Financials and Rollover Funds Approval - (20 mins) *motion required*
Staff to present FY24-25 rollover funds and present programs. Board to approve rollover funds.
7. Morro Bay Holiday Lights Presentation and Approval (20 mins) *motion required*
Staff and SLO Holiday Lights will present proposal for holiday lighting of Morro Bay. Board to discuss and potentially approve.
8. Morro Bay Bird Festival Sponsorship Presentation and Approval (15 mins) *motion required*
Morro Bay Bird Festival to present bird festival sponsorship. Board to approve sponsorship.
9. Approval of Reserve Funds Additional Marketing Sub-Committee (10 mins) *motion required*
Staff recommends approval of sub-committee for additional marketing funds. Board to approve sub-committee.
10. Visit Morro Bay Executive Director Bonus Discussion (20 mins)
Board to discuss bonuses for Executive Director and give next steps.
11. Abbi Agency Update - (25min)
Abbi Agency to give presentation on proposal for new website build
12. Next Board of Directors meeting – November 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.