



Agenda

Visit Morro Bay Board of Directors

Thursday, September 24, 2026 | 9:00 am – 11:00 am
Visit Morro Bay Office 695 Harbor St. Morro Bay, CA 93442

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

K. Rupp

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.

CONSENT AGENDA *motion required*

K. Rupp

4. Approval of July 23, 2026, Board Meeting Minutes
5. Approval of Visit Morro Bay Financials

BUSINESS ITEMS & DISCUSSIONS

K. Rupp

6. Visit Morro Bay Board of Directors Officer Appointments (10min) *motion required*
VMB board of directors to select and approve officer appointments for Chair, Vice Chair, Secretary and Treasurer.
7. Approval of MBTBID Annual Report (10mins) *motion required*
Board to review Annual Report draft. Board approves annual report for submission to the City of Morro Bay.
8. Approval of Reserve Funds for Visa and CoStar Data Sources (10mins) *motion required*
Board to review data subscription options. Board approves reserve fund use toward data.
9. Approval of Reserve Funds for VCA Co-op Expedia Campaign (10mins) *motion required*
Staff to present VCA Expedia Co-op for Oct 26 – Mar 27. Board to discuss and approve funds.
10. Approval of Event Sponsorship for Lighted Boat Parade 2026 (15mins) *motion required*
Board receives update and approves the Lighted Boat Parade sponsorship funding request.
11. Approval of Event Sponsorship for Bird Festival 2027 (15mins) *motion required*
Board receives update and approves the Bird Festival sponsorship funding request.
12. Approval of Event Sponsorship for MB Triathlon 2026 (15mins) *motion required*
Board receives update and approves the MB Triathlon sponsorship funding request.
13. Approval of Event Sponsorship for WSL SLO CAL Open 2026 (15mins) *motion required*
Board receives update and approves the WSL SLO CAL Open sponsorship funding request.
14. Approval of Event Sponsorship for MBHS Fall Event in City Park 2026 (5mins) *motion required*
Board receives update and approves the MBHS Fall sponsorship funding request.
15. Board Member Request for Future Agenda Items (5mins)
Board members may propose items to be discussed at future meetings.

16. Next Board of Directors meeting – November 19, 2026, In-Person

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 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.

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.