

**Visit Los Osos/Baywood**  
(Los Osos, Baywood Park, uninc. Morro Bay  
Local Fund Advisory Board)

**Draft Meeting Minutes**

October 26, 2021 – Virtual Meeting

**Board Members Present:**

Jamie Wallace, Cal Poly (Chair)  
Alex Benson, Baywood Inn  
Pandora Nash-Karner, Vacation Rental Owner

**Others Present:**

Danielle Dubow, Admin  
Cheryl Cuming, CBID  
Paul Irving, BIG BIG SLO

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1. **Call to Order:** By Chair Jamie Wallace at 10:05 a.m.
  2. **Public Comment:**
    - a. Jamie noted that tourism is healthy. We are turning the corner into holiday season.
    - b. Paul Irving said that there's a thriving music scene and the Merry Maker has opened again, run by La Palapa staff. He feels like there is pent-up demand for events right now.
  3. **Consent Items**
    - a. Approval of 9/27/21 Minutes: Alex motioned to accept the minutes and Pandora seconded; motion carried.
  4. **CBID Update**
    - a. FARMstead Ed is working to open an agri-CULTURAL visitors center at the Apple Farm, showcasing local products, wine & spirits tastings and demonstrations. It will be opening next week and focused on county-wide farming.
    - b. TOT is really strong in our region – July was the highest month ever.
    - c. Hidden Secrets campaign is going well and the CBID has added a TripAdvisor reviews feed on the site.
  5. **Financials:** LOB's portion of TOT collections was 2.93%, and our collections are above 2019 levels, covering expenses plus extra.
  6. **Committee Reports**
    - a. CCSPA:
      - i. Waiting to hear who will be replacing Alissa. Danielle will reach out to find out who it will be.
    - b. Stewardship Travel for Good: The Stewardship Travel award from Monterey came through some of the videos – Katie did a great job.
    - c. Beautification and Outreach:
      - i. Over 100 volunteers showed up to plant (due to some technical issues with scheduling on the website). Celebrate Los Osos is the first organization to use reclaimed water, even if it is only a 10% discount. Pandora is happy with the way the median came out and they have a bunch of gravel left.
      - ii. Pandora emphasized that the Infrastructure Grants of the past have funded many successful projects that have benefited the county and wished the BOS would reinstate it.
      - iii. Future projects include Cuesta Inlet, re-sealing signs and perhaps a boat clean up in Baywood.
      - iv. Events: Sea Pines concerts are very popular, but there's been reluctance to restart Beer on the Pier due to the Delta Variant. Paul is hoping it will restart in May. He'd like to bring back many events near the Back Bay Inn, like Junefest, Bayfest, and the Lighted Boat Parade. The

MB witches paddle is on Friday. Oktoberfest is just a drive through lunch for \$20 with beer and bratwurst. Paul is also trying to create an event with the Grassy Bay Oyster Company where boats can dock and get fresh oysters and drinks.

- d. Marketing Update:
  - i. Significant growth in social channels and the newsletter just went out and was well received.
  - ii. The ads and the funnel are growing our email list, especially with the new co-op social campaigns sending people to the landing page. We might do an A/B test with the Hidden Secrets map to improve conversions.
- e. Vacation Rental Update: There's a new hotel coming up in San Simeon, a re-do of an old hotel that's been closed for a while. There's no noticeable compliance effort, but the county does follow up if neighbors turn someone in. LFAs with more vacation rentals are doing great and bigger hotels are trying to recreate the VR effect by building properties that mimic vacation rentals. Different travelers want different experiences, so there is still a place for hotels that offer consistency across all properties.
- f. Chamber Liaison: The chamber is discussing merging with Morro Bay, but we don't know what the future is. The new liaison didn't attend this meeting and the chamber is struggling. There are some downsides to merging with Morro Bay but having a working chamber will definitely benefit LOB. Visitors see a beautiful region and we shouldn't get caught up in who is running the chamber. We can start by doing more to collaborate and work together with the MB chamber now – Jamie has reached out to Michael Wombolt, the chair (and former student) and plans to attend the next meeting. Cheryl mentioned that combining chamber efforts with tourism efforts is the best model.

#### **7. Action Items**

- a. Discuss and vote on sponsorship of CCSPA – either Butterfly Ball or Film Series. Butterfly Ball was last weekend and without a representative to discuss the film series, this has been tabled for now.
- b. Discuss and vote on supporting Paul Irving's calendars: Paul has turned his wonderful photos into a calendar and has offered VLOB the ability to print our own versions. The board was more interested in having some VLOB information on the calendars he is selling to everyone. There is room on the inside back cover for some content and a QR code to a map download page that is unique for this effort. Cheryl also recommended contracting with Paul to use his images through the CrowdRiff platform (with credit). Pandora motioned that the board pay Paul Irving \$2,000 for him to include information about VLOB on the inside back cover of the calendars plus access to his images in CrowdRiff with credit. In exchange we will promote his work, his website and his calendars. Alex seconded the motion; motion carried.
- c. Choose final 2021 meeting date (Dec 7 or 14). The board decided to meet December 7.

#### **8. Future Action Items**

- a. Sponsorship of CCSPA

#### **9. Closing Comments:**

- a. Alex is planning to have Curtis Armstrong take over for him as a representative of Baywood Inn, following the protocol for resigning and Curtis applying for the board position.

#### **10. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, December 7, 2021

Time: 10:00 a.m. – 12:00 p.m. (Virtual Meeting)

#### **11. Adjournment**

Meeting adjourned at 12:11 a.m.