

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

**Draft Meeting Minutes**

January 25, 2022 – Virtual Meeting

**Board Members Present:**

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

**Others Present:**

Danielle Dubow, Admin  
Cheryl Cuming, CBID  
Steve Vinson, guest  
Monica Rutherford, CCSPA  
Kristen Howland, CCSPA

Absent: Katie Lee, Back Bay Inn, unexcused

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1. **Call to Order:** By Chair Jamie Wallace at 10:05 a.m.
  2. **Public Comment:**
    - a. none
  3. **Consent Items**
    - a. Approval of 12/7/21 Minutes: Pandora motioned to accept the minutes and Curtis seconded; motion carried.
  4. **Presentation:** Kristen from CCSPA on the Western Monarch Trail. A monarch site identified on the Sea Pines Golf Course will be getting an interpretive sign and CCSPA is requesting that our board sponsor the fabrication for \$2600 for one panel in one location. The Western Monarch Trail is a collaborative effort to create consistent signage to educate the public on monarch migration and healthy habitats. The top and the sides of the sign are consistent for all locations, but there is a bottom portion that is site specific. There is a second location in Los Osos in the Sweet Springs Nature Reserve, but they are still looking at approval from the Audubon Society. This effort dovetails with the CBID Stewardship Travel for Good program and promotes ecotourism. Some places are creating signs for children and the first installation will be Pismo and then two in Ventura. There are also Monarch Murals being planned and there will be interactive maps on various websites showing the different locations, including the H1DR site.
  5. **CBID Update**
    - a. Web traffic continues to be very strong with high page views and the CBID is surpassing previous results and spending less doing it. Lodging on the Central Coast is still high even though Covid continues. Google results are great as are TripAdvisor reviews.
    - b. The Lead Generation pieces are still performing well and the CBID has added over 40,000 new people to their database using them.
  6. **Financials:** LOB's portion of TOT collections was 3.6%, and our collections are above 2019 level and we have brought in \$7,600 more than we have spent so far, this fiscal year.
  7. **Committee Reports**
    - a. CCSPA: In addition to the Western Monarch Trail activities, CCSPA has set the date and location of the next Butterfly Ball to be September 10 at the Octagon Barn. The next Get Outside film night will be late spring/early summer. The Monarch trailer is crazy busy and the exhibit at Spooner Ranch house is still ongoing daily 11 – 4.
    - b. Stewardship Travel for Good: Season of Coastal Discovery
    - c. Beautification and Outreach:

