

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

**Draft Meeting Minutes**

February 22, 2022 – Virtual Meeting

**Board Members Present:**

Jamie Wallace, Cal Poly (Chair)  
Curtis Armstrong, Baywood Inn

**Others Present:**

Danielle Dubow, Admin  
Cheryl Cuming, CBID  
Monica Rutherford, CCSPA

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1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
  2. **Public Comment:**
    - a. Jamie started the meeting by saying that summer looks like gangbusters, especially since the mask mandate has been lifted. Cheryl said that meetings need to be in person or hybrid going forward unless we want to draft a resolution and adopt it each month to do our meetings virtual. For hybrid meetings, we need a location that anyone from the public could visit in order to participate
  3. **Consent Items**
    - a. Approval of 12/7/21 Minutes: no quorum
  4. **Presentation:** none
  5. **CBID Update**
    - a. Q2 (Oct – Dec) was consistently up, far exceeding budgeting projections. Coastal Discovery – Fodor’s posted a link to the Wildlife Map as a best resource for wildlife. The next campaign is Best Beaches with a new map and toolkit. Mid-year Marketing Report statistics are great, with higher engagement at a lower cost. The CBID is looking at how to do better on YouTube.
    - b. BOS is sending a letter to CA Coastal Commissioners upholding tourism as critical to the economy.
  6. **Financials:** LOB’s portion of TOT collections was 3.26%, and our collections are still way above projected.
  7. **Committee Reports**
    - a. CCSPA: The Western Monarch Trail is getting a lot of press, but the Sweet Springs location did not get approved. MDO has been very busy, and retail has been picking up, and the campground is sold out all the time.
    - b. Stewardship Travel for Good: Katie will come to our next meeting. The Western Monarch Trail has been the focus so far this year for overwintering and pollinating spots
    - c. Beautification and Outreach: no report, but the median is looking good
    - d. Events: Things are happening again. VINO Robles and concerts at the Fremont, Siren, etc. Sea Pines is having concerts. Paul will talk to the new owners of the Back Bay Inn about restarting Beer at the Pier. In March the Spartan race has 7000 people registered and in April Eroica might still happen. Wineries are having events again as well.
    - e. Marketing Update:
      - i. Significant growth in social channels. The ads and the funnel are growing our email list
      - ii. Our results are the best of all the LFAs in terms of engagement and conversions for the LFA co-op social media marketing imperative.
    - f. Airbnb numbers have exceeded expectations through the pandemic. We will see what local politics and the coastal commission come up with.
    - g. Chamber Liaison: Danielle will check with Christina to see if we can get a new liaison.
  8. **Action Items**

- a. none

**9. Future Action Items**

- a. Board Membership
- b. Budget 2022-23 fiscal year
- c. Marketing 2022-23 fiscal year
- d. Reprint bags
- e. Cycle Central Coast

**10. Closing Comments:**

- a. Karl Johnson of the Upham Hotel in Santa Barbara bought the Back Bay Inn.

**11. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, April 5, 2022

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

**12. Adjournment**

Meeting adjourned at 10:50 a.m.