

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

Draft Meeting Minutes

April 5, 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
Monica Rutherford, CCSPA
Melissa Murray, SLOCAL
Sophia Puliafico, SLOCAL

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1. **Call to Order:** By Chair Jamie Wallace at 10:07 a.m.
 2. **Public Comment:**
 - a. Melissa Murray provided an update on SLOCAL county-wide initiatives for customer service training and for an events and festival strategy. SLOCAL will be launching a no-cost, county-wide, self-directed customer service platform for travel partners. It has specific modules for lodging, restaurants and experiential attractions and has 3 tiers. Each person who completes the training will receive a certificate at the end and SLOCAL is planning an annual ceremony with peer nominated awards. The program will launch in English in May 2022 and in Spanish 6 – 8 weeks later. It has been developed by ICOM Productions out of Vancouver. The communication strategy is currently being developed that will let all appropriate parties within the county know about the program. It is appropriate for all levels, from housekeeping to innkeepers and restaurant owners. A registration link will be sent out, but the program can be found on the SLOCAL website on the Partners tab. The second initiative for a collaborative master events calendar is also in the works. This will focus on offseason and midweek and will work on making sure there is something planned every weekend in the county, hopefully avoiding conflicting and overlapping dates. Because California has such great weather, festivals can take place all year round. The goal is to provide best practices and identify gaps.
 3. **Consent Items**
 - a. Approval of 2.22.22 Minutes: Curtis moved to approve the minutes as presented; Jamie seconded, and motion carried.
 4. **Presentation:** none
 5. **CBID Update**
 - a. The media funnel continues to perform really well and is driving a million users a month to the map download pages. Los Osos is up there in terms of number of page views. Hilary got a bunch of interviews in a bunch of high-end publications for the Hearst Castle reopening. New videos on hiking and beach walks are coming out and the new Best Beaches map has been launched. The CBID is implementing a QR code test and is hoping for 30% conversion rate (for map downloads). Other destinations aren't using QR codes, but they have been extremely successful for our county.
 - b. TOT assessment is doing really well, the CBID brought in over \$1 million in January. Weekend business is increasing, but staffing is still an issue. Pandora asked about over tourism, saying it is a perception problem in LOB and that we need to communicate the value of tourism to the town's economy. Curtis said the 8 new guest rooms should be ready by the end of July, as will the fully equipped meeting room.

6. Financials: LOB's portion of TOT collections was 3.26%, and our collections are still way above projected.

7. Committee Reports

- a. CCSPA: Adventures with Nature program is up and running again. Hours at the Ranch house will be extended. The Butterfly Ball save the date postcards are going out and the event will raise funds for native habitat. It will take place on September 10 at the Octagon Barn, and they will be looking for sponsors soon. The Western Monarch Trail is progressing, and they are waiting for Trilogy in Nipomo. The Pismo panels will arrive within the month!
- b. Stewardship Travel for Good: Katie will come to our next meeting.
- c. Beautification and Outreach: The median is growing and flowering, and the water bill is ½ what it used to be. Pandora is halfway through getting numbers for an interpretive sign for the red barn.
- d. Events: Things are happening again. The Nautical Bean has opened, and Katie Lee is running the MerryMaker. Paul will reach out to the new owners of the Back Bay Inn to talk to them about restarting Beer at the Pier. Danielle will promote the Nautical Bean and High Street Deli. Baywood needs signs to tell people how to get there from LOVR – Jamie will ride around town and figure out where all the existing signs are. Other events are happening in the county and things are starting to feel normal again.
- e. Marketing Update:
 - i. Significant growth in social channels. The ads and the funnel are growing our email list, adding over 500 people in the past 8 months. Danielle will start using the new Best Beaches map as gated content to grow the list further.
 - ii. CrowdRiff Stories and Pinterest Boards are live. Danielle will send Pandora links.
- f. Vacation Rentals: No report
- g. Chamber Liaison: New liaison is Jim Stanfill JimStanfill@gmail.com. He didn't respond to the meeting notice so Danielle will reach out to him directly.

8. Action Items

- a. Discuss and vote on 2022-23 budget: Income projected from 2021-22 actuals (2019 for March – June) for a total income of \$53,177.12 and carryforward of \$33,251.83. Expenses are projected at \$61,102.39, which includes adding \$5000 to the long-term reserves. Pandora moved to accept the planning budget as presented, Curtis seconded; motion carried.
- b. Discuss and vote on 2022-23 Marketing Proposal: Danielle presented a marketing proposal that totals \$38,739.88 for the fiscal year, including \$4,000 in contingency funds. Pandora motioned to accept the marketing budget of \$38,739.88 plus \$4,500 additional marketing dollars for LFA imperatives through the CBID. (She also noted that if we bring in more than projected, she'd like to add a second CrowdRiff story per month (\$400 per month).) Curtis seconded; motion carried.

9. Future Action Items

- a. Board Membership
- b. Reprint bags
- c. Cycle Central Coast

10. Closing Comments:

- a. Monica asked that the H1DR update the listing for the Butterfly Ball. Cheryl said she had already sent the information to Cheryl Rowe

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, May 17, 2022

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

12. Adjournment

Meeting adjourned at 11:24 a.m.