

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

Draft Meeting Minutes

August 23, 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
Jordan Chestnut, Open Studio Arts Tour
Jim Stanfill, Chamber

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1. **Call to Order:** By Chair Jamie Wallace at 10:04 a.m.
 2. **Public Comment:**
 - a. A committee is trying to raise \$1 million to purchase the Cuesta Inlet area and turn it into a public space. They would need to build a boat launch and trails. There is no way to get an appraisal for \$1 million, so they are just going to raise the money to buy it. They need a program where people need to pay to leave their boats, right now there is no one with the authority to enforce the boats left there.
 - b. Update on the Back Bay Inn: The Dorns have taken over the Merrimaker – they are a long-term Morro Bay institution, and it looks like they are expanding to outdoor seating. Jamie Scott is the general manager now; she was the manager of the Blue Heron and she does want to open the Blue Heron right away.
 3. **Consent Items**
 - a. Pandora motioned to accept the minutes from the June 28 meeting with one change - she doesn't personally want to buy the park, she wants the group that has been formed to buy the Cuesta Inlet to raise money to buy the park. Curtis seconded; the motion carried.
 4. **Presentation:** Jordan Chestnut from Open Studios Art Tour:
 - a. Jordan joined the meeting to discuss the Central Coast Art Council's efforts to build relationships all across the state. Their mission is to promote local access to the arts, including the central coast arts camp. Open Studios is an annual free event two weekends in the fall where artists open up their studios for demonstration and talks and have art for sale. This year is October 8th & 9th and the 15th & 16th. There's an interactive catalog that allows visitors to create a self-guided tour. Events include a fine art and craft market, a kickoff art auction, and Atascadero even has an audio walking tour of their murals. They've had workshops for artists on marketing as well. The event is fun for the for the artists, educational and good for networking. Jordan wants us to help with the marketing to get the word out, especially since more participating artists are from Los Osos | Baywood than anywhere else. They would like to make early start this year promoting the event regionally working with Big Big SLO, the New Times, and the Santa Maria Times. There will be a banner in downtown SLO. They are thinking of an event just for Los Osos artists, although the artists are not great at marketing themselves. Pandora says the media has long planning times, so it's likely too late now but we need to start early next year. Cheryl said it would be great if the hotels promoted it. Jordan will send me the catalog and some information so I can start promoting the event on social media and in the newsletter.
 5. **CBID Update:** Update the TOT is doing really well people are coming to the coast H1DR has a new URL: ***highway 1road trip.com*** because 8 to 10,000 people a week search Highway 1 Road Trip on Google. Cheryl said that she can't believe the URL was available! They have the same marketing budget but they're getting

higher results, including a 1.6 million pages. The scenic road trip page is the most visited page on the site. The new Visit SLOCAL website will have a big Highway 1 section.

6. **Financials:** The TOT assessment for LOB is 45% over 2019 numbers. Vacation rentals are 80% of lodging and make up 23% of collections. Los Osos is 4.13% of total collections. Financially we are doing great, and our carry forward is over \$39,000.
7. **Committee Reports**
 - a. CCSPA: The MDO Pioneer Women exhibit is running through October and has been popular. The summer hours are 10 to 4 until Labor Day and then daily 11 to 4. Adventures With Nature programs still happening all over the state. Parks are keeping advertising low-key so there doesn't end up being too many people for one person to handle. The Butterfly Ball planning is underway, and they are still selling tickets. There will be an award ceremony and a silent auction which is still accepting items. The Baywood Inn is planning to donate a certificate for a stay. The western Monarch Trail children panel is in the works as well.
 - b. Stewardship Travel for Good: Katie will come to a meeting soon.
 - c. Beautification and Outreach: The design for the Red Barn interpretive sign is in the works, but there's not much information to find, although it's already paid for. Jamie has not found the signs to Baywood (they're hard to find), so Jamie and Pandora we'll look together when she gets back.
 - d. Events: Paul Irving is working with the Back Bay Inn to restart Beer at the Pier. Mondays are very active in Baywood. Jamie and Curtis would love to see La Palapa up their game and be open on Monday. Curtis plans to add some outdoor seating. Paul has added concerts to the sign by the Cow Bear. Sea Pines concerts extraordinarily popular and packed!
 - e. Marketing Update: Upcoming newsletter will focus on Harvest Time and the events listed in these minutes. Significant growth in social channels. The ads and the funnel are growing our email list, adding over 500 people in the past 8 months. CrowdRiff Stories and Pinterest Boards are live and the audience for these channels is growing as well.
 - f. Vacation Rentals: there is a new SLOCAL Advisory person that Cheryl is meeting soon.
 - g. Chamber Liaison: The chamber is out of their building Jamie was very disappointed to see all of their stuff and collateral left outside - we possibly could've done something with the materials. Jim Stanfill agreed that the move out was a disaster. The chamber packed up items of value and they're being stored in Orcutt. Jim feels badly about how the chamber left the parking lot. The existing phone and the website are still connected, and the chamber still functions. Oktoberfest is looking for sponsors and vendors - 30% of participants are from out of town, and we need the overnights. Alex is offering a discount at the Baywood Inn. The Chamber would like tents to be 15 x 15. The event is on October 30 starting with a pancake breakfast at 8 am by the Kiwanis, then there's a run at 9 am. There will be vendors in place, a car show, the Beer Garden and three bands from 12 to 5. Danielle will promote the event. They would like more local vendors. There will be no more discussions with Morro Bay. Funds are still in place for the ditch repair.
8. **Action Items**
 - a. None
9. **Future Action Items**
 - a. Reprint bags – Melissa Kurry has boxes of them, and Jamie will contact her to get them.
 - b. Vote to add to marketing budget funds to create two CR stories per year.
10. **Closing Comments:** Jamie wants all lodging entities on board, including Jamie Scott from the Back Bay Inn and would love to get local farms involved. He would love Pattea come to a meeting in person.
11. **Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, September 27, 2022
Time: 10:00 a.m. – 12:00 p.m. (Hybrid Meeting)
12. **Adjournment**

Meeting adjourned at 11:26 a.m.