

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

Draft Meeting Minutes

September 27, 2022 – Bee’s Knees Fruit Farm

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
Pattea Torrence, Bee’s Knees

1. **Call to Order:** By Chair Jamie Wallace at 10:08 a.m.
2. **Public Comment:**
 - a. Jamie thanks everyone for persistence and dedication. Our area is resilient and able to handle the growing challenges of group, business, and international travel. Pandora thanks everyone for being willing to continue hybrid meetings while she was away. Pattea welcomed everyone, saying it’s nice to see everyone’s faces again. She told everyone a little about the property – it’s a working fruit farm with berries and an orchard. The house can be rented as the upper level, lower level, or the whole house. LOVR is the long driveway to Los Osos, including La Familia, the orchid place, an ancient grains farm and a Victorian vacation rental.
 - b. Baywood Inn is ready but waiting for its use permit before we can have meetings there. Update on the Back Bay Inn: The Dorns have taken over the MerryMaker and have added outdoor seating, creating a Beer Garden for live music. Jamie Scott is the general manager now; she was the manager of the Blue Heron. The Back Bay Inn will be closing down for renovations. Mondays are very busy in Baywood, with the Farmer’s Market, live music at Beerwood, MerryMaker and HighSt. Deli. Baywood is growing and thriving, including Wayward Bakery.
 - c. Jamie got the bags from Melissa and will bring some to the next meeting for Pandora to give out and for use at Octoberfest.
3. **Consent Items**
 - a. Pandora motioned to accept the minutes from the August 23rd meeting. Curtis seconded; the motion carried.
4. **Presentation:** None:
5. **CBID Update:** The CBID hit the million plus mark on the website visitors per month. They have collected 2 million emails, with 500k opens and are achieving better results with the same marketing budget. The new URL, highway1roadtrip.com has regained its search authority. SEM and Google Discovery Ads start again in October. Collections have almost doubled from July 19 to July 22. The coast has done well, though there was a little softening of demand this summer coast is done well. The CBID had a Range Rover influencer campaign, which grew their mailing list. Iron Man is going to be in Morro Bay May 20th 2023, with a three-year commitment. 2500 international athletes and visitors will fill up Morro Bay and the surrounding areas. Trends show that families traveling together (intergenerational travel) is big. They expect Fall to be almost back better than summer with the harvest and the wineries. Financials are well above 2019 and 2021 levels. Airbnb collections are calculated based on a percentage, not attributable to specific properties; it’s an inexact science. There's a new page coming up “Things to do on Highway1”.
6. **Financials:** Los Osos is 3.26% of total collections. Financially we are doing great, and our carry forward is now over \$39,000.
7. **Committee Reports**

- a. CCSPA: 160-ish people attended the butterfly Ball - the capacity was 200. They made money for the first time. Jamie said it was fabulous and the next date is October 7, 2023. Awn is still happening, the Ranch House is open daily, MindWalks are getting between 25 and 90 participants. We will be at Oktoberfest promoting volunteers at the Ranch House. Monarch Trail includes Nipomo and Avila Valley Barn, Los Osos at Sea Pines, Cambria with the butterfly mural, and San Simeon. Monarch Trail plaques are funded through the LFAs. CCSPA will be at Oktoberfest to promote volunteers for the Ranch House.
- b. Stewardship Travel for Good: Katie will come to the October meeting.
- 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 and Pandora will look together for the signs to Baywood, which we are hoping to redesign so they are more visible. Sean provided a fun sign in Oceano and the question was posed, "Is there a building in Los Osos that would be willing and appropriate for a mural or sign to Baywood". Also, the "Save Cuesta Inlet" committee is trying to raise \$1 million to purchase the Cuesta Inlet area and turn it into a public space. County parks will take it and enforce boat storage rules.
- d. Events: The Cambria Christmas Market will be open to the public again this year. There are lots of concert series, including Sea Pines. SLOCAL has an Events Strategy that will compile all county-wide events into one calendar. However small events might not make this larger calendar and we will have to rely on the Chamber for smaller, super local events. The Morro Bay lighted boat parade will take place during Christmas time, the Witch Paddle in Morro Bay also gets lots of attention. The Christmas parade in Los Osos is planned by the Chamber.
- e. Marketing Update: The fall newsletter was well received with an open rate of almost 50%. We are continuing to see significant growth in social channels. The ads and the funnel are growing our email list, and CrowdRiff Stories and Pinterest Boards are live with the growing audiences.
- f. Vacation Rentals: There was a Tribune article about how Santa Barbara is fed up with vacation rentals because a large number of them are not legal, they are adding enforcement. They want TOT from the ones not paying and want to corral Vacation Rentals to make them legal so they can help pay for enforcement, safety regulations, etc. This may filter our way.
- g. Chamber Liaison: 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.

8. Action Items

- a. Discuss and Vote on whether to advertise in the Chamber printed Directory. The board discussed and didn't see how this would further our mission of getting heads in beds and voted no.
- b. Discuss and Vote on whether to allocate funds for Danielle to create a second CrowdRiff story each month. Pandora moved to spend up to \$3600 between October 2022 and June 2023 or creating a second CrowdRiff story each month when the topic is appropriate. Curtis seconded; motion passed.

9. Future Action Items

- a. Now that we have more bags, what physical item can we create to give away?
- b. Cheryl will invite Michael Wambolt from Iron Man to come to a meeting to discuss sponsorship and lodging for the event.

10. Closing Comments: Jamie wants to continue meeting in person. We need a Sea Pines and a Back Bay Inn representative. Thank you to Pattea for hosting.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, October 25, 2022

Time: 10:00 a.m. – 12:00 p.m. at Pandora's

12. Adjournment

Meeting adjourned at 11:57 a.m.