

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

**Draft Meeting Minutes**

October 25, 2022 – Pandora’s House

**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  
Paul Irving, BigBigSLO  
Katie Sturtevant, CBID Stewardship

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1. **Call to Order:** By Chair Jamie Wallace at 10:20 a.m.
  2. **Public Comment:**
    - a. Pandora mentioned that when Celebrate Los Osos was cleaning up the median strip, they found that someone turned off the water. At Cuesta Inlet they need to reseal the big wayfinding signs and welcome signs. Celebrate Los Osos bathes the bears, but the community dresses them up.
    - b. Paul mentioned that the Third Street entrance to Sweet Springs is officially open, and Pandora noted that the viewing platforms in Sweet Springs we created by the Audubon Society. The Monarch Grove by Sea Pines is getting their Monarch Trail sign, but parking is a definite issue.
  3. **Consent Items**
    - a. Jamie motioned to accept the minutes from the September 27th meeting. Pandora seconded; the motion carried.
  4. **Presentation:**
    - a. Katie Sturtevant, Stewardship Travel for Good: January starts the Season of Coastal Discovery. Itineraries for each region will be created to focus on wildlife and stewardship. She is planning Earth Day activities and there is a beach clean-up day in September – we can coordinate with the CBID efforts to do our own clean up. Katie asked for any tourism updates in Los Osos | Baywood and we told her about the farmers market (from 2 – 4:30) and all of the live music that happens on Mondays at Beerwood and MerryMakers. The High Street Deli also has music in the beer garden on Mondays. There is also the Morro Bay Bird Festival and Paul mentioned that Brant Geese overwinter here from the arctic now that the Eel Grass is coming back. The Sweet Springs platforms are a great way to observe them. Katie is also gathering info for Back to Nature tours – unique and interesting places to go. Local restaurants are great for breakfast, lunch and drinks, but we don’t have a good dinner spot anymore.
    - b. Paul Irving, Baywood Press: Paul proposes that VLOB sponsor his photography again for the next year. We will receive 100 calendars with our own back page and access to all his photos for use in our marketing efforts.
  5. **CBID Update:** The CBID plans to focus less on TikTok and more on YouTube. Iron Man is going to be in Morro Bay May 20th 2023, so local businesses should start thinking about some specials to capture the overflow from Morro Bay lodging properties. Morro Bay triathlon is on November 6 – we need to find them on social media and make sure our messaging is getting across. Advertising, website visitors and SEM are all performing better than last year even with the same or lower budgets.
  6. **Financials:** September was down about 7% from 2021 but still higher than 2019, so there's some softness. We are still performing over projections, which were 80% of 2021. Our carryforward is now over \$44k.
  7. **Committee Reports**

- a. CCSPA: Spooner Ranch House has a new WWII exhibit and is open daily 11 am – 4 pm. AWN programs are still taking place in MDO and Los Osos Oaks. Monarch population is estimated at 3,300 at the Pismo Grove. There is a new exhibit at the Morro Bay Museum of Natural History called “Seeds: Nature’s Artful Engineering”. Monica will bring bookmarks for Pandora and Curtis to give to their guests at the next meeting. CCSPA will have a booth at the SLO Farmer’s Market on Thursdays.
  - b. Stewardship Travel for Good: See Katie’s Presentation
  - c. Beautification and Outreach: Pandora is printing 200 letters to give out at Oktoberfest The design for the Red Barn interpretive sign is in the works; the check to build it has arrived. The old Baywood signs need to be replaced, they send people down 9<sup>th</sup>, which is not pretty, they should go down Pine and around Sweet Springs to really see our beautiful views. Pandora will talk to Bruce.
  - d. Events: Sea Pines is having a Halloween show with costume contests for kids and dogs. Oktoberfest is also this weekend. Paul will help Pandora and Jamie at the VLOB Oktoberfest booth. November 6 is the last Sea Pines concert. On November 11 the SLO Botanical Garden opens its “Nature Lights” show with 3 one-hour slots per night. The Morro Bay Boat Parade will take place as will the Chamber’s Christmas parade and tree lighting.
  - 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: The only news is that Wineries are now allowing RV’s to pull onto their properties. They are collecting fees, but not paying TOT.
  - g. Chamber Liaison: Steve is still involved, Jim Stanfill is our liaison. They are focusing on building out the website and events to bring more businesses back in as chamber members.
- 8. Action Items**
- a. Discuss and Vote on whether to sponsor Paul Irving’s photography again this year. We would have access to all his photos for our marketing efforts and 100 calendars with a special VLOB back page. Pandora motioned to sponsor Paul for \$2000 for his photography assets and the calendars. Curtis seconded; motion carried.
- 9. Future Action Items**
- a. Create a mural tour
  - b. Engage with other VRs. Cheryl will send over the new constituent list, though there are no email addresses The are only about 30 properties, maybe Jamie can make it a project for a class or intern to hunt down contact info for each location.
- 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, December 6, 2022  
 Time: 10:00 a.m. – 12:00 p.m. at Baywood Village Inn (if permitted)
- 12. Adjournment**  
 Meeting adjourned at 12:02 a.m.