

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

Draft Meeting Minutes

December 6, 2022 – Pandora’s House and Hybrid

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
Jim Stanfill, Chamber
Monica Rutherford, CCSPA
Melissa Murray, SLOCAL

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1. **Call to Order:** By Chair Jamie Wallace at 10:01 a.m.
 2. **Public Comment:**
 - a. Pandora mentioned that Paul Irving will be Citizen of the Year for 2023 and that he will introduce the concert series at Sea Pines. Jim Quesenberry is still on the Chamber website as the Citizen of the Year for 2022.
 3. **Consent Items**
 - a. Pandora motioned to accept the minutes from the October 25th meeting. Curtis seconded; the motion carried.
 4. **Presentation:**
 - a. Melissa Murry from SLOCAL came to tell us about the official launch of their Customer Service Training platform that has been developed specifically for the tourism industry. It’s free, in English and Spanish, online, and is self-paced. The program came out of a 30-year Destination Management Strategy. It was found that surveyed guests only had a 62% satisfaction rating for customer service, so SLOCAL decided that they needed to develop tools and resources to help. There are 6 modules, and some are industry specific, for lodging, dining, and wineries. You can self-register at slocal.com/welcome. Curtis said he would get his staff going. SLOCAL is promoting at all LFA meetings and hoping word of mouth will get people to register in the local communities.
 5. **CBID Update:** Web traffic numbers will be trending up in January, they are currently lower due to the URL change.
 6. **Financials:** Our financials are up over 2019 – 3.55% of total collections. Pandora asked about whether the BOS would reconsider bringing back the Infrastructure and Beautification grants because the list of what they funded is impressive. Pandora said that the community in LOB believes that no one at the county is doing anything to make the community better. Cheryl said there is no indication of this, though the county has grants for aid even though the I&B grants don’t exist anymore.
 7. **Committee Reports**
 - a. CCSPA: It’s Monarch Season and there are over 25k butterflies counted at Pismo and over 100k at all overwintering sites. Sales at the trailer are high and the Ranch House is busy. Winter hours are 11 – 4, though closed when it’s raining. The WWII exhibit is still running there, as are the Adventures with Nature and Mindwalk lecture series. In 2023 they will add in person activities and be at the SLO Farmer’s Market.
 - b. Stewardship Travel for Good: The Season of Coastal Discovery will be wildlife focused next year. The CBID will provide a toolkit in mid-to-late January.
 - c. Beautification and Outreach: The Red Barn sign is in progress and they might do a ribbon cutting ceremony once it’s installed.

- d. Events: Jim Stanfill reported that Oktoberfest was one of the best. Holiday events will take place in Cambria, at the SLO Botanical Gardens and in LOB with a parade on Saturday and the tree lighting on Friday. Pandora asked how we get La Familia involved and that we should reach out to them in the new year.
- e. Marketing Update: We are seeing growth in our social channels and our mailing list. The CrowdRiff stories are getting thousands of views. Our holiday newsletter is really well received, with over a 50% open rate and 3% click rate.
- 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. It was suggested that Tracy be invited to a CBID meeting to report on the BOS agenda that will affect lodging.
- g. Chamber Liaison: The Christmas tree lighting will be at the Red Barn on Friday at 5. The Rotary Club is having it's 15th annual fundraiser dinner on the 17th. Rotary and Kiwanis are having an event at the Community Center with a movie and kids activities, as well as Toys for Tots. Curtis is joining the board of the chamber.

8. Action Items

- a. None

9. Future Action Items

- a. TOT spending in the community
- b. Cross marketing – how can VLOB work with the Chamber
- c. Engage with other VRs. We have a new list and there 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 delivered the calendars from Paul. Jamie Scott is no longer at the Back Bay Inn, and they don't have a GM right now. There are renovations happening, but no one is leading the charge. The goal is representation from each property on the board. The bags were all given away at Oktoberfest, which gave us exposure and built goodwill. Pandora gives away stamped postcards – she will bring some to Pattea and Curtis. Jamie: Merry Christmas, see you next year. Pandora: Thank you Danielle for our marketing success and thank you Cheryl and all board members and partners.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, January 24, 2023

Time: 10:00 a.m. – 12:00 p.m. at Baywood Village Inn (if permitted)

12. Adjournment

Meeting adjourned at 11:22 a.m.