

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

Draft Meeting Minutes

January 24, 2023 – Hybrid
Public Meeting: Baywood Inn – Curtis Armstrong
Jamie Wallace, home office
Pandora Nash Karner, home office

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

-
1. **Call to Order:** By Chair Jamie Wallace at 10:01 a.m.
 2. **Public Comment:**
 - a. Jamie talked about the storms up and down the state and the closure to Hwy1 that leaves Ragged Point isolated. Historically when it's snowy, the valley people go skiing instead of coming to the coast, so this season could be slow. But our green hills are so beautiful, and the super bloom will be amazing. The CBID is shooting the green hills and wildflowers now, including aerial coverage. The Brant geese are in the estuary and there have been large groups of white pelicans. Curtis said that Baywood Inn got permits last week and rooms are going online today or tomorrow.
 3. **Consent Items**
 - a. Pandora motioned to accept the minutes of the 12/6/22 meeting as written, Curtis seconded; and the motion carried.
 4. **Presentation:**
 - a. none
 5. **CBID Update:** Web traffic numbers are recovering. CA Transportation Commission is connecting Morro Bay to Cayucos with a trail for walkers and bikers at a cost of \$7 million. The Season of Coastal Discovery campaign was postponed due to storms and Hwy1 being closed in N. County. We need to be considerate of them, but let people know they come down the 101 and take Hwy 46 over to Hwy 1 – it's a gorgeous drive. The Toolkit is live. PR goals are to have 100 published articles this fiscal year – Kirsten is doing well, and journalists are coming. Danielle presented the results of her Lead Gen campaigns on the last all agency call.
 6. **Financials:** Our financials are up over 2019 – 3.55% of total collections.
 7. **Committee Reports**
 - a. CCSPA: The storms affected sales and operations but there was no damage at any of the locations. Store locations were closed half of the month, but in MDO only the Spooner's Cove parking lot closed. Hazard Reef stairs had the sand moved and the trails are rough. AWN had some cancellations. Coming up: AWN at Los Osos Oaks, Mindwalks at the SLO Public Market (alternating virtual and in person). The final butterfly count is due 1/30 and there are between 8,000 – 10,000 just in Pismo Grove.
 - b. Stewardship Travel for Good: The Season of Coastal Discovery
 - c. Beautification and Outreach: The Cow Bear took a beating in the storms and needs some love and restoration. Pandora will call Sean about the sign across from the park. Bruce Gibson says he still

wants to be in charge of the coast since Deb Adam's won't be. In February CLO will sand and recoat the welcome sign and wayfinding sign. The county sign on the median needs updating.

- d. Events: Paul Irving is planning a fundraising concert in February to benefit local people affected by the storms. There will be food, drinks, and live music. Celebrate LO will collect funds without service fees. It was decided that Danielle will publicize the event, but we can't contribute financially because it's outside our mission. It was noted that we should be careful about showing devastation and focus on the event itself.
- e. Marketing Update: We are seeing growth in our social channels and our mailing list. The CrowdRiff stories are getting thousands of views and our newsletter open rates are well above average. Pandora thanked Danielle for the excellent results.
- f. Vacation Rentals: The BOS agenda has a nexus study on a few areas – camping on winery properties and new RV app. Cheryl is having the SLOCAL advocacy person come to a CBID meeting. Gary is building a house that we want to be a VR property but is having trouble getting a license due to the distance ordinance, even though the other VRs aren't using their licenses.
- g. Chamber Liaison: The Chamber had its installation of officers and Curtis is now on the chamber board as president elect. Tom Cross is president; Josh Tucker is treasurer and Annie Wahler is secretary. They board will have a retreat on February 11 and an awards dinner in the spring. The chamber wants Los Osos to be the best place to work and play and wants to collaborate with VLOB. Jamie said our mission is heads in beds and the chamber's is to promote businesses. We would like to connect and collaborate where it makes sense and a dialog between the groups would be useful.

8. Action Items

- a. None

9. Future Action Items

- a. Pickleball courts as a draw to LOB
- b. New bags – environmentally friendly option – Danielle to work with Pandora and Jamie
- c. TOT spending in the community
- d. Cross marketing – how can VLOB work with the Chamber
- e. 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:

- a. Pandora brought up a discussion on pickleball where 20 people came to country parks commission to say that pickleball has grown to 70 daily playing at the tennis courts. They are asking to paint shadow lines on an existing court. There is one court by itself that would be perfect for pickleball. It's the fastest growing sport in the US and has the highest demand in parks. She feels that the game is driving tourism because travelers are looking for that amenity where they choose to stay.
- b. Curtis said that the Back Bay Inn is talking about putting a new building on the concert green. They aren't looking to hire a GM and there's no word on the restaurant. Pandora said that someone sold a big piece of property to the new owner (cash deal) and said they are very aggressively looking for someone to open the restaurant. They are getting rid of the wedding venue and took the stage out. Bill took such pride in his gardens. We need to meet with the new owner and find out more about them.
- c. Jamie said that the year started out rough, but we have a good spring and summer ahead.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, March 7, 2023

Time: 10:00 a.m. – 12:00 p.m. at Baywood Village Inn

12. Adjournment

Meeting adjourned at 11:24 a.m.