

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

**Draft Meeting Minutes**

April 25, 2023

Public Meeting: Pandora's Home, 350 Mitchell Dr., Los Osos

**Board Members Present:**

Jamie Wallace, Cal Poly (Chair)  
Pandora Nash-Karner, Vacation Rental Owner

**Others Present:**

Danielle Carpenter, Admin  
Cheryl Cuming, CBID  
Jim Stanfill, Chamber  
Monica Rutherford, CCSPA

Absent: Curtis Armstrong, Baywood Inn

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1. **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
2. **Public Comment:**
  - a. Jamie said that ours is a small but mighty board, but we still need bench strength. Jamie is retiring from CalPoly and will need to change his affiliation to Wallace Hospitality (still non-lodging). He also thanked Pandora for opening her house to us.
3. **Consent Items**
  - a. Pandora motioned to accept the minutes of the 3/7/23 meeting, Jamie seconded; and the motion carried.
4. **Presentation:**
  - a. none
5. **CBID Update** (Cheryl Cuming):
  - a. The strategic 5-year plan has 3 main objectives. Over 100 people participated in creating the plan.
    - i. Accelerate strategic partnerships
    - ii. Expand education and community connection
    - iii. Drive measurable results
  - b. Focus on sustainability and collaboration. Enhance tourist-related infrastructure – parks are more than playgrounds; parks are the health of the community. Robyn Chase from State Parks helps the CBID with collaborations in the communities.
  - c. Traffic has bounced back from the URL change. The Beaches campaign is running now including 9 hidden beaches.
6. **Financials** (Danielle): Our percentage of total collections has increased to 3.9%. January and February were lower than last year, but March was up quite a bit.
7. **Committee Reports**
  - a. CCSPA (Monica): MDO is packed because of flowers and the Ranch House hours have increased to 10 – 4. There's a push for volunteers – there are staffing issues across the county. Volunteering through CCSPA is less onerous than through State Parks and volunteers are mostly needed for retail. Pandora will drop off postcards. Planning for the Butterfly Ball has begun and there will be awards for monarch conservation. They need volunteers for the event and Monica will send Danielle the information to post. Jamie will give Monica a CalPoly Event Management contact to get students involved as volunteers. The Western Monarch Trail signs will be in the ground in September. Right now they are being translated into Spanish.

- b. Stewardship Travel for Good (Cheryl): Katie is working on a list of guided and self-guided tours along Hwy1. She created itineraries for Earth Day.
- c. Beautification and Outreach (Pandora): The cowbear has a blistering problem and Celebrate is planning to refiberglass and repaint it. Does the chamber have any money set aside for this? The bridge Bear on LOVR needs the trees trimmed as well as the kudzu. Gary Dove from Rotary cleans up the bush in front usually. Signs need to be power washed and recoated on LOVR. The bear on South Bay Blvd is harder to maintain because it's on a sandy slope. The map in the Wayfinding sign by the cowbear needs to be replaced. The sign needs to be sanded and refinished and the bushes need to be trimmed. We need a new "Now entering a stress-free zone" sign. Paul has access to the sign, but the lock is broken, and no one can get in. This can be another Celebrate project. The interpretive sign for the Red Barn has been difficult to find information for. The barn was moved to that location in 1919. There are archives in Switzerland with photos and they will also show recent photos and whatever history they can find. Pandora also brought up the story of the Bridge Bears – how a mystery person decorates them seasonally. Danielle said she'd love to post the story on social media but needs photos. Pandora said that the community takes care of the bears, and they give us our quirky and unique character. She also would like to put up banners (Welcome to Los Osos | Baywood) on the light posts but isn't sure who to ask – do we need to go through the planning commission? We would have to ream up with the fire department to put them up. She will find out. The SBCC sign will cost \$9k to make it prettier and wants to know if there's a plan B. Sean has painted a beautiful sign on a building in Oceano – is that a possibility for us? Especially to show people the way to Baywood from downtown Los Osos. We would need permission from the building owner, like we do with murals.
- d. Events (everyone): Back to full-scale events – Sea Pines concerts, Mondays in Baywood, Merrimakers does Blues on Wednesdays and Monday after Farmer's Market with food trucks. Beerwood put up a stage in their parking lot for live music. High St. Deli is always busy. We need to talk to the Back Bay Inn owners. They want a restaurateur to open the restaurant, the hotel is being managed by people who don't care – it's dormant and sad. The Nautical Bean is active, but the town needs a nice dinner restaurant.
- e. Marketing Update (Danielle): Danielle presented an annual report showing significant growth in the social channels and the mailing list. Our stats for CrowdRiff Local Hood stories are above average. Danielle will give Pandora the code to embed the CrowdRiff gallery on her website.
- f. Vacation Rentals (everyone): Danielle will send Jamie the current list of properties.
- g. Chamber Liaison (Jim): The chamber is struggling, people aren't renewing, they aren't doing fundraisers. The Community Awards Dinner is June 30. We are recommending early bird pricing to incentivize early ticket sales to get some money flowing in. There's no plan for sponsorships. They are expecting \$28,500 from the BOS after 5/8. They need vision and direction. Oktoberfest needs to be more local and bring people here. We need to add something to Friday or Saturday night, so they stay over. We need a community ad hoc committee to help plan. Jamie said we can support the chamber, but we can't solve their issues. We could take the reins of Oktoberfest, but we don't have the liability insurance. Jim said we could get the business license information to find local artists that haven't participated before. Jamie thanked Jim for his contributions to our community.

## 8. Action Items

- a. Discuss and vote on marketing proposal for 2023-24. Jamie motion to approve \$44,760 to renew Danielle's contract for the new fiscal year, Pandora seconded, motion carried.
- b. Discuss and vote on Danielle's admin contract from 7/1/23-6/30/25 at \$27.50 per hour not to exceed \$9,900 for the 24 months. Jamie motioned to approve the contract, Pandora seconded, motion carried.
- c. Discuss and vote on the budget for the 2023-2024 fiscal year. Jamie opened the discussion by asking Cheryl about the purpose of long-term capital reserves. We can invest it back in the LFA or use it to fund a larger infrastructure project. The goal for our board is to use it for beautification. Our

carryforward is growing so we will have healthy funds to use this coming year. Pandora asked if we had funds to do the bags this year and we do, as long as we spend less than \$2000. She also asked about how to get banners approved for putting up in town. Jamie moved to accept the working budget as discussed – putting our long-term reserves as a line item for beautification and increasing the amount allocated for LFA imperatives from \$10,000 to \$15,000. Pandora seconded the motion, and the motion carried.

**9. Future Action Items**

- a. Butterfly ball sponsorship
- b. New bags – environmentally friendly option – Pandora will add new photos to the existing design. We will vote on how many to order and approve the design at the next meeting.
- c. Cross marketing – how can VLOB work with the Chamber
- d. Engage with other VRs. We have a new list and there are only about 30 properties, Danielle will send the existing list to Jamie.

**10. Closing Comments:**

- a. Thank you, Pandora, for hosting us.

**11. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, May 23, 2023

**Time: 11:00 a.m. – 1:00 p.m. at Baywood Inn**

**12. Adjournment**

Meeting adjourned at 11:56 a.m.