

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

**Draft Meeting Minutes**

June 27, 2023

Baywood Inn

**Board Members Present:**

Jamie Wallace, Wallace Hospitality (Chair)  
Pandora Nash-Karner, Vacation Rental Owner  
Curtis Armstrong, Baywood Inn

**Others Present:**

Danielle Carpenter, Admin  
Cheryl Cuming, CBID  
Jim Stanfill, Chamber  
Monica Rutherford, CCSPA  
Jordan Chestnut, SLO County Arts Council  
Kristin Howland, CCSPA

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1. **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
  2. **Public Comment:**
    - a. Jamie welcomed everyone and thanked Curtis for hosting the meeting. He expressed excitement about what's happening this summer – lots of energy and lots of travelers. Jamie retired from CalPoly and is now affiliated with Wallace Hospitality. His students gave him great hope for the future. Everyone congratulated Jamie on his retirement.
  3. **Consent Items**
    - a. Pandora motioned to accept the minutes of the 4/25/23 meeting, Jamie seconded; and the motion carried.
  4. **Presentation:**
    - a. Jordan Chestnut, SLO County Arts Council gave a presentation on sponsorship for the Open Studios Tours. Her organization is an offshoot of the CA Arts Council. They have a monarch display this fall, workshops, funding for professional development for artists and run the Open Studios Art Tours, which will take place October 14 -15 and 21-22. There will be self-guided tours of art studios from Cambria to Nipomo. It's the 25<sup>th</sup> anniversary this year and there will be demonstrations, artist talks, artwork to purchase and the catalog, which will let people choose the studios they want to visit and create their own self-guided tour. They are printing twice as many catalogs this year and are doubling the circulation with regional contacts to draw people from out of town. Los Osos has 30% of artists represented. There is a preview show at the Bunker. New Times has ad space for artists in October. Each city has a distribution point for the 5,000 catalogs. Cross promotion with local art clinics, distribution to restaurants, wineries, and hotels plus flyers at local places. The Art's council is also providing a toolkit for artists to promote the event. There will also be sponsored routes that include a prize (Sculpterra is sponsoring a 3D art route with a glass of wine at the end).
  5. **CBID Update** (Cheryl Cuming):
    - a. There was a soft start to the year, but summer is looking good. Venues filled up later than usual, Hw1 closure is 50 miles north of Cambria, making our stretch of it a destination rather than a drive through – our section is accessible, open and there's lots to do.
    - b. The Scarecrow festival this October in Cambria will be good for Open Arts. There have been great PR opportunities for our area, including an 11-page spread in Coastal Living. The CBID is investing \$2 million in marketing and the Bid Bunch. SLOCAL is spending \$3 million, even over the summer, because they are concerned about softness. Fall campaigns include Small Towns and Big Experiences, as well as a focus on sustainability + EV friendly.

**6. Financials (Danielle):** Our percentage of total collections has increased to 4.5%! Our carryforward is growing as well.

**7. Committee Reports**

- a.** CCSPA (Monica): Thank you to Monica for all her input and hard work. She is transitioning to a new role with State Parks. Kristin will attend for her until her role is filled. Summer programs include “Snakes in MDO”, music festivals (selling out), and the Butterfly Ball planning and promotion. Spooner Ranch is also getting a new traveling exhibit. The museum at Moro Bay received a state grant of \$330k to curate natural history exhibits and bring school kids in. There’s an “Art through the eyes of the Monarch” art show with the Arts Council at the Bunker – the butterflies travel 1,000 miles to get here, but what do they see? Submissions are due July 28. There is also the Mariposa festival at the Farmer’s Market on September 14 – it’s a Hispanic cultural event. Kristin would like to see a Monarch Festival with a full-blown effort to collect and distribute native milkweed seeds (not tropical milkweed). Farmer’s Supply has some. Our monarch signs are being fabricated now. Avila barn is starting a pollinating garden.
- b.** Chamber Liaison (Jim): The Festival of Flavors passport event is running July 15 – August 15. Tickets are \$40 (for 10 restaurants) and can be purchased at the Baywood Inn. The chamber wants to expand Oktoberfest into a 2-day event in order to increase overnights. Right now, they are planning for October 28 & 29 (Sat and Sun). They are looking for ideas of something to do on Saturday afternoon or evening. It was suggested that they talk to Paul about a musical event. Jamie said he’d attend a chamber board meeting to see how things are going.
- c.** 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. She is also working on a sustainability program with SLOCAL.
- d.** Beautification and Outreach (Pandora):  $\frac{3}{4}$  of the Wayfinder’s sign is complete. Paul has added new events. A grant from the BOS was given to the Red Barn to replace tables and also \$2k to purchase chairs. Paul is doing another fundraiser to raise more money for chairs. They are going to add “Stress Free Zone” to the back of the Wayfinder’s sign. The CowBear is being repainted - paint and artists are needed. The chamber has funds for that. Pandora will deliver more postcards to Rexall. Next Thursday is a LOCAL meeting where they will be discussing the creation of a walkway along Palisades (LOVR to the library).
- e.** Events (everyone): Monday is a party in Baywood, with the farmer’s market from 2 – 4:30 and then Beerwood has live music in their beer garden. Saturday afternoons at Sea Pines is also very busy.
- f.** Marketing Update (Danielle): Jamie asked about TikTok because people are very influenced by what they see on the platform, although the disposable income of young people isn’t quite where our demographic is. Current marketing efforts have grown our social media following and mailing list.
- g.** Vacation Rentals (everyone): At the state level, Chuck is the chair of Cal Travel, which has taken up the conversation about Vacation Rentals – discussing a fee for housing availability. Toni, Melissa, and Maggie are on the committee. Pandora asked who was driving the effort and it’s the people who want to provide more housing for people. A fee on VR doesn’t make sense because VRs are too expensive as long-term rentals. Different types of housing are needed.

**8. Action Items**

- a.** Discuss bags: How many are needed. Danielle to come to the next meeting with numbers. Pandora will do the design.
- b.** Discuss banners: The size of the banners depends on the size of the pole. Pandora found people who will create the banners from our designs, and they will install them. She is targeting the corner of South Bay and LOVR – adding curb appeal for people coming into town. \$310 each plus \$200 for hardware and they will store them at no cost to us. Pandora suggested 10 on LOVR and 2 on Santa Ynez. However, we need to find out from the county if we can do this to make visitors feel welcome. SLO does them for events. Once the hardware is in place, non-profits can use them too. Cheryl asked who would do the funding application. Pandora will ask the county if it’s possible.

- c. Discuss and vote on Open Studios sponsorship of \$5000. This event is not expected to bring in extra room nights and none of the marketing is targeted at out-of-town visitors, so \$5,000 is not justified, but Jamie suggested \$1,000. The discussion centered around wanting to help but not the amount she is asking for. The money would be contingent upon additional efforts on distribution of catalogs targeted towards hotels. Pandora motioned to fund \$1,000 and Curtis seconded; motion carried.
- d. Discussion of Tide Books – they are \$750 for 1000. Many places around town have already purchased their own to give out. There are 4 pages to customize, perhaps we can do them in collaboration with CCSPA? Not sure how they will put heads in beds, so may not be within our purview.
- e. Discussion of Murals: There are two buildings in town with space for something. It was recommended that we invite Cathy from SLOCAL to discuss how to get murals painted in LOB.

**9. Future Action Items**

- a. New bags
- b. Banners
- c. Tide Books
- d. Murals
- e. Adding to the board

**10. Closing Comments:**

- a. Make sure we come to the next meeting with a bag design and numbers so we can vote.

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

Date: Tuesday, August 22, 2023

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

**12. Adjournment**

Meeting adjourned at 12:14 p.m.