

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

Draft Meeting Minutes

August 22, 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

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1. **Call to Order:** By Chair Jamie Wallace at 10:07 a.m.
 2. **Public Comment:**
 - a. Jamie welcomed everyone and thanked Curtis for hosting the meeting. Jamie opened with a discussion of climate change and how it will affect tourism, using the Maui fire and Hurricane Hilary as examples of when emergency procedures were needed. SLOCAL has a whole disaster plan and protocols that the CBID and all LFA's would follow in a climate emergency. International travel is huge right now, at least from the US to Europe, even though it's very hot there right now. Q1 was soft, possibly because there was so much snow that people went skiing instead of to the coast. Hwy1 is still closed in the north, so that might be something slowing down international travel to the central coast.
 3. **Consent Items**
 - a. Curtis motioned to accept the minutes of the 6/27/23 meeting, Pandora seconded; and the motion carried. Jamie added that he wanted to place a time limit on future presentations of 15 minutes.
 4. **Presentation:**
 - a. none
 5. **CBID Update** (Cheryl Cuming):
 - a. There was a little softness in web traffic. Hwy1 Road Trip is embarking on a branding project that will result in a new brand guide. We will all be contacted to fill out a survey. LOB revenues were up for 2022-23 over 2021-22. SLOCAL published a resident sentiment survey which had surprisingly positive support of tourism in our area – better than California as a whole. Different types of people visit different areas – Pismo Beach and Morro Bay visitors are a different demographic than visitors to Los Osos | Baywood.
 - b. The fall campaign is Small Towns, Epic Views (or Big Adventures). There will be a new lead gen map with epic views and scenic pullouts on it – expect it to be very popular. Pandora requested more photos with diversity (POC) and also of the Baywood Farmer's Market. Danielle will ask Paul if he has some or will take some.
 6. **Financials** (Danielle): Our percentage of total collections has increased to 4.79%! We are starting the new fiscal year with a carryforward of \$ 51,708.51. Everything is off to a good start, and we ended the last fiscal year with \$12k more than we started with (our year started with a carryforward of \$ 39,228.38).
 7. **Committee Reports**
 - a. CCSPA (Monica): no report – Danielle will reach out to Kristin to make sure we have a CCSPA representative next time.
 - b. Stewardship Travel for Good (Cheryl): Katie is working on a list of guided and self-guided tours along Hwy1.

- c. Beautification and Outreach (Pandora): Jamie prefaced Pandora's report by saying that guest experience is important, and locals benefit as well from beautification efforts. Murals (SLOCAL is developing a murals trail). The county is asking for community input on the LOVR corridor improvement. There is an interactive map where you can request bike lanes, stop signs, crosswalks, etc. Pandora noted that the Wayfinder's sign is ready to print. The CowBear is almost finished being repainted. Some of the lamp posts in Baywood that we are targeting for banners are broken. If they are on private property, we don't need county permission. The building next to High St. Deli has been sold to a woman who wants to start a community garden. There are 3 spots for murals and 2 professional mural painters living in LOB. We need to find a way to let people know how to get to Baywood, especially coming back from MDO. Los Osos doesn't have personality, but Baywood does. Also, a drunk driver did \$5k in damage to the median strip, so there is a fund raiser on September 3rd at the Community Center (Unity in the Community) to raise money for repairs – a BBQ with live music and a silent auction. Celebrate gets 100% of the proceeds from the auction and if there is leftover from the median repairs it will go to Red Barn projects.
- d. Events (everyone): see Beautification and Chamber
- e. Chamber Liaison (Jim): There is a Rotary event on September 10 to celebrate Grandparent's day at the community center with many activities for kids (including the reptile man) plus live music and a raffle. Prizes are excellent, including stays at local hotels, tickets to events and gift certificates, including tickets to an Eric Clapton event on September 23. Festival of Flavors didn't bring in as many people as they had hoped – next time they will sell tickets for \$30 for 10 restaurants instead of \$40. If they get 20 participating restaurants, tickets will go back up to \$40. Oktoberfest is coming up on October 29 with a full day of events. The chamber is working to get local vendors and is asking for sponsorships to help fund the event. The health of the chamber has improved under Curtis and they meet in person every 3rd Tuesday at 4pm at Baywood Inn.
- f. Marketing Update (Danielle): Our newsletter open rate is close to 50% each time. The social channels have been growing, as has the mailing list. A new newsletter will go out at the beginning of September.
- g. Vacation Rentals (everyone): SLOCAL has a new advocacy person but there is no report.

8. Action Items

- a. Board Renewals: Jamie motioned to approve board term renewals for Pandora and Curtis. Curtis seconded, all in favor and the motion carried. Jamie commented that we need someone from Sea Pines. Gary's son is now managing the restaurant and events, but Gary hasn't committed him to join our board. No one is running the Back Bay Inn, though we'd really love a representative from them as well.
- b. Discuss and vote on bags: Danielle showed the sample bags and Pandora presented the design. We would want to print between 1500 – 1800 to keep the total under \$4,000. Jamie motioned to approve an expense of up to \$4000 to print the bags that Pandora is designing. Curtis seconded and the motion carried. Danielle will place the order and get reimbursed. Jamie will store the bags and deliver them to hotels.
- c. Discuss and vote on Oktoberfest sponsorship of \$2500. The total budget for the event is around \$13k. Because they are planning further ahead, they are expecting a larger event than last year and are estimating 21 room nights. Jamie recommended asking people around the stage "Who is from out of town? Who came the furthest distance? Who is staying the night here?" to get an idea of attendees from out of the area. Out-of-town marketing is in the form of social media ads. We would get our booth free (\$100 value) with the sponsorship – we will share it with Celebrate Los Osos. Jamie motioned to fund \$2,500; Pandora seconded, Curtis abstained, and the motion carried. We will promote the event on social media and are funding because there's the opportunity to increase overnight stays. Next year they want to add a Saturday event to make it two days.

9. Future Action Items

- a. Tide Books – ask Paul to present at our next meeting

- b. Murals
- c. Adding to the board
- d. Cross marketing with Chamber

10. Closing Comments:

- a. Safe travels, everyone!

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, September 26, 2023

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

12. Adjournment

Meeting adjourned at 11:47 p.m.