

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

Draft Meeting Minutes

September 26, 2023

Baywood Inn

Board Members Present:

Jamie Wallace, Wallace Hospitality (Chair)
Curtis Armstrong, Baywood Inn

Others Present:

Danielle Carpenter, Admin
Cheryl Cuming, CBID
Sierra Emrick, CCSPA
Paul Irving, BigBigSLO

Absent: Pandora Nash-Karner, Vacation Rental Owner (excused)

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1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
 2. **Public Comment:**
 - a. Jamie welcomed everyone and thanked Curtis for hosting the meeting. He opened the meeting by saying, we've all been traveling and now we are in LOB on a perfect fall day. He asked everyone to say where they went and what was the takeaway from a tourism perspective. Jamie mentioned that he was impressed by all the bicycles and public transportation he saw in London, Paris and Bruges. Cheryl said she enjoyed how Zermatt did not allow cars in the city and also how outdoors focused people were in Italy and Switzerland. Our new liaison with CCSPA introduced herself – Sierra Emrick was raised in Los Osos. She spent 6 months low-budget adventure traveling through Panama before coming back and starting her position at CCSPA. Jamie and Cheryl talked a bit about the Destination Summit taking place next week.
 3. **Consent Items**
 - a. Curtis motioned to accept the minutes of the 8/22/23 meeting, Jamie seconded; and the motion carried.
 4. **Presentation:**
 - a. Paul Irving: Calendars, Tide Books, and rights to his photos for 2024. Paul said that tide books have been a cultural staple of coastal environments for many decades. He's working on getting books for all of California and sees them distributed at realtor's offices, surf shops, pet stores, outdoor supply shops. We would add hotels and restaurants to our distribution, as well as the CCSPA store at MDO. Tide books encourage repeat visitors because people tend to keep them and use them. We can customize the front and back covers (inside and out). He also creates a digital flip book to put on websites. Jamie asked if we could bundle the tide books and calendars for some sort of deal and Paul said that for \$2750, we would get a year's worth of images to use in our marketing, 100 calendars and 1500 customized tide books to distribute around town.
 5. **CBID Update (Cheryl Cuming):**
 - a. The CBID did not advertise in August and still saw the largest number of web sessions ever. They are working with a branding company called Sunshine and Bourbon (they created the "Life is too beautiful to rush" campaign for SLO) to build out the H1RT brand and are performing immersion interviews and surveys to develop the brand based on the results and the existing stated values of H1RT. There has been a lot of success with PR.

- b. TOT was a little soft – July was good, but August was down, and she is expecting September to be soft as well. We are behind 2019, probably because the world has opened up again and there is more international travel. Our wet spring contributed as well, since skiing was more desirable than it had been in a while due to the amount of snow. There are new assets on Flickr – golf and restaurants. She asked Danielle to create a shot list for LOB – including drone footage of the farmer’s market.
- 6. **Financials** (Danielle): Our percentage of total collections was 4.01% in August. Although August was soft, we budgeted for a flat year and have lots of time to make up any shortfall. We also have a healthy carryforward if we need to use some of it.
- 7. **Committee Reports**

 - a. CCSPA (Sierra): They are busy getting ready for the Butterfly Ball – there are only 30 tickets left! Spooner Ranch House will be closing on Wednesdays and Thursdays due to lack of staffing. Spooner is the slowest storefront. Danielle mentioned that VLOB can promote the Spooner Ranch House Museum and Store – MDO is very important to us. They are working with State Parks to get a new exhibit. CCSPA will have a booth at Oktoberfest. Our Monarch signs are going up soon and they are working on a marketing plan and a big reveal for the Western Monarch Trail – trying to launch before October 14. The monarchs are starting to come in.
 - b. Stewardship Travel for Good (Cheryl): January launches the Season of Coastal Discovery, which will feature a new map of guided and self-guided tours to use for lead generation.
 - c. Beautification and Outreach (Pandora): Since Pandora is still in Spain, Jamie reported that the Wayfinding sign is finished but people keep taping paper to the glass. The CowBear still needs the artist to finish painting certain places. We need an explanatory sign and Pandora and Celebrate Los Osos are working on that. The Unity in the Community fundraiser raised enough money to finish buying tables and chairs for the Red Barn. There is a second event this Sunday at the Community Center to raise money as emergency response funds with the Estero Bay Kindness Coalition.
 - d. Events (everyone): The Sunday event at the Community Center and on 11/5 there is another joint benefit with the Kiwanis, Rotary and the Community Center. Paul says that even though the community wants Beer on the Pier, the people running the Back Bay Inn are apathetic. He’d love to hold the event and ask for forgiveness later. He also talked about having Beer Near the Pier in the courtyard of the Baywood Inn. Beerwood can only do 4 events per year. This year the tides are too weird to hold the Lighted Boat Parade the day before Oktoberfest, but next year it would be great to hold it the day before to make it a whole weekend event.
 - e. Chamber Liaison (Jim): They meet in person every 3rd Tuesday at 4pm at Baywood Inn. Oktoberfest is going strong, and they are looking for office space. Steve Vinson is sponsoring the stage at Oktoberfest.
 - f. Marketing Update (Danielle): The social media channels are growing every month, as is the mailing list. Jamie asked about TikTok and Danielle explained that even though it’s popular, the demographics of people visiting LOB and the surrounding areas are not the people watching and making TikTok videos. TikTok requires content that is very different than what we currently create for FB, Insta and Pinterest. We can explore adding it in for the next fiscal year, but as of now, the ROI and poor reporting wouldn’t be worth the effort.
 - g. Vacation Rentals (everyone): The board packet includes a new Study on Short Term Rentals. Cheryl prefaced the discussion by asking if the data has merit. The report shows that homes used for short term rentals do not take houses out of the affordable housing pool. The intent is to inform the BOS that we don’t want vacation rentals taken out of our towns. The report was created to correct some misinformation that had previously been presented to the BOS. It’s more important to enforce existing licensing and rules. The issue continues to boil, with one suggested rule change to force owners to be on property at all times. The opposition does not want vacation rentals – they see it as a diminishing quality of life for locals. Trying to connect the lack of affordable housing with a fee to charge vacation rental owners for taking affordable housing out of the pool is based on false information.

8. Action Items

- a. Discuss and vote on Tide Books and Calendars: Jamie motioned to approve \$2,750 to purchase 1500 tide books, 100 calendars and a year of access to Paul's photography for our marketing efforts. We can add a QR code for the map download in the Tide Book. Curtis seconded the motion; motion passed. This fee includes 500 free tide books (we are paying for 1000 but receiving 1500).
- b. Discuss bylaws. The LFA's adopted CBID bylaws in 2010-2012. Now they want all LFA bylaws to be under one document. Jamie has served as chair longer than his term, so the CBID is considering 2 x 2-year terms unless no one steps up – there will be a continue to serve clause. There will be 4-year terms for all board members and the same with officers. This will go in front of the BOS for a vote if all LFAs agree with these suggestions.

9. Future Action Items

- a. Adding to the board
- b. Cross marketing with Chamber – Jamie wants to attend a meeting but due to timing it will have to wait until the new year.

10. Closing Comments:

- a. Who has Carl's phone number? (new Back Bay Inn owner)

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, October 24, and December 5, 2023

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

12. Adjournment

Meeting adjourned at 11:37 p.m.