

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

**Draft Meeting Minutes**

October 24, 2023

Baywood Inn

**Board Members Present:**

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

**Others Present:**

Danielle Carpenter, Admin  
Cheryl Cuming, CBID  
Sierra Emrick, CCSPA  
Jim Stanfill, Chamber of Commerce

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1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
  2. **Public Comment:**
    - a. Jamie thanked Cheryl for inviting him to the Destination Summit. He was hoping that the main speaker, Michael Rodriguez from the Luxury Hotel Association, would address elevating our area. It was informative but too long. Pandora and Jamie both commented on the commitment to public art they saw on their recent travels. Tourism comes, we want our trails but our parks are neglected and it seems we just don't care as much here.
  3. **Consent Items**
    - a. Jamie motioned to accept the minutes of the 9/26/23 meeting, Curtis seconded; and the motion carried.
  4. **Presentation:**
    - a. None
  5. **CBID Update** (Cheryl Cuming):
    - a. Small Towns, Big Experiences is the newest campaign, which is resonating with people. January and February will be Small Towns, Big Wildlife. Email opens have surpassed 56% with over 200 emails being added to the database per day, and there are over 1 million website visitors per month. Content is driven by SEO. The GA4 transition has been a little challenging. PR recognition has been excellent, with T&L and the Smithsonian featuring H1RT.
  6. **Financials** (Danielle): TOT was down in August, but up in September.
  7. **Committee Reports**
    - a. CCSPA (Sierra): The Butterfly Ball went well – they had a great turnout, though were low on staff. Jamie said that next year, Sierra should reach out to him – his students would be willing to help. They didn't raise as much money as they had been expecting - \$25k vs the \$90k they had hoped for. The monarchs are here – please post on social media. There is a lot of restructuring happening at CCSPA, with people moving around and a paid internship coming up.
    - b. Stewardship Travel for Good (Cheryl): Instead of the Season of Coastal Discovery, this year the CBID will feature the Best of Wildlife on Hwy1. There will also be information on guided tours.
    - c. Beautification and Outreach (Pandora): Volunteers are cleaning and treating the wood on the bear signs. The Wayfinding sign has been updated. The Cow Bear needs some love. The tables have been delivered to the Red Barn. Alex and Pandora have been talking about banners. There are 10 lights outside on Baywood Inn land. They are figuring out the electrical, and are planning to install LED lights, paint the poles and installing the banners. There was a fundraiser for median repairs, and they raised enough to not only take care of the repairs, but also to order chairs for the Red Barn. There was lots of community support.

- d. Events (everyone): Oktoberfest – VLOPB has a canopy and a booth. Jamie and Pandora will be manning it. Danielle will check on the bags and they will be giving out postcards, maps and the letters drafted last year. They can start after 6:15 – Oktoberfest opens at 9 with the fun run. There will be 40 vendors with food. The Car Show is in place – the chair backed out, but they found a new person. Celebrate Los Osos has sponsored the stage, which starts at 11 with community groups and non-profits, followed by music at noon. The festivities will wind up at 5:30. Sea Pines winter concert series has launched. Los Osos Cares is having a silent auction and golf ball drive.
- e. Chamber Liaison (Jim): The Chamber has been talking with the Community Center about sharing space.
- f. Marketing Update (Danielle): The social media channels are growing every month, as is the mailing list. The next newsletter will go out in November and will focus on holiday activities.
- g. Vacation Rentals (everyone): no update, though Pandora mentioned that British Columbia has outlawed vacation rentals.

**8. Action Items**

- a. None

**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:**

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

Date: Tuesday, December 5, 2023

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

**12. Adjournment**

Meeting adjourned at 11:37 p.m.