

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

Draft Meeting Minutes

January 23, 2024
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

1. **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
2. **Public Comment:**
 - a. Jamie: International travel is up, he's optimistic for 2024 tourism, confidence in the economy is rising, but our area is soft so far this year. People are looking for lesser-known destinations. He is semi-retired and is being honored for a leadership mentor award. Curtis said Baywood Inn is getting their VPC license to serve beer and wine. Sierra is now co-leading CCSPA.
3. **Consent Items**
 - a. Pandora motioned to accept the minutes of the 10/24/23 meeting, Curtis seconded; and the motion carried.
4. **Presentation:**
 - a. None
5. **CBID Update** (Cheryl Cuming):
 - a. Highway 1 Re-opening: there was a big meeting with the head of Visit CA, business owners, state representatives and CalTrans. This was the first time this group had gotten together and there was enough pressure from local businesses to get Hwy1 re-opened that CalTrans changed their estimate from late summer to this spring. There was a long discussion on what it would take to move all the earth from the landslide. People keep trying to take selfies from the bridge, which is dangerous. There was also discussion about the alternative route from Lake Nacimiento and CalTrans was asked to manage the road from BLM and parks to facilitate making the road safer. There will be another meeting this spring and the CBID, SLOCal and impacted LFAs (San Simeon, Cambria) to discuss the re-opening. The CBID meets tomorrow with Melissa Kurry as the newest member, representing vacation rentals. PR efforts have landed great coverage of the Western Monarch Trail in National Geographic, and the final installation of the signs is nearly done. The new wildlife campaign is going well and over 8000 people have already downloaded the map. The Small Towns, Best Beaches campaign starts in March.
6. **Financials** (Danielle): LOB is now responsible for 4% of TOT. We are off by just \$600 from last year, we are relatively flat, but other LFAs are down.
7. **Committee Reports**
 - a. CCSPA (Sierra): Julie and Sierra are co-leading, Kristin has phased out and they have added 2 new board members. The Ranch House is closed on Wednesday and they are looking for 2 volunteers per shift to staff it. The goal is to have the Ranch House and Morro Bay Museum run by volunteers. They'd love to recruit from Jamie's students and on social media. The WWII exhibit is at the Ranch House indefinitely. Sierra will share some MDO photos with Danielle. They have passed the management of the Monarch Trail to the Xerxes society. The numbers are better than last year, but still low. Mindwalks are up and running, as is the AWN program.

- b. Travel for Good (Cheryl): Sustainable travel is still a focus for VisitCA and SLOCAL, and our program has been running for 10 years. Katie is launching back-to-nature self-guided tours and she will come to a meeting this spring.
- c. Beautification and Outreach (Pandora): Jamie passed out tide books. The welcome sign on LOVR is finished and they are working on the LOVR Bear. No programs are planned for earth day – is there something we want to do? Talking about an outreach event for other VRs.
- d. Events (everyone): Sea Pines has concert series, but no other event planned with Chamber. There are new farmer’s market photos on Flickr. We discussed the Baywood Inn as a location for live music and Curtis said they were looking into it.
- e. Chamber Liaison (Jim): The Chamber is still talking with the Community Center about sharing space. Their retreat and installation is this weekend so Curtis will have more information for us at the next meeting. The planning timelines for Oktoberfest have been moved up to spring, so that will help the event potentially spread over the whole weekend.
- f. Marketing Update (Danielle): Our mailing list and social channels are growing, and we receive a lot of engagement with our CrowdRiff stories. We had a 60% open rate on the holiday email! The next newsletter will go out next week.
- g. Vacation Rentals (everyone): Danielle will send out the latest VR list. We’d like to do a gathering – maybe a marketing presentation – so that we can get an idea if any other VR owners are interested in our group. Put this on the agenda for next month.

8. Action Items

- a. Discuss and vote on Jamie’s board renewal. Jamie says his goal is to bring us back to building our organization and wants to shake things up a bit (see VR outreach above). Pandora motioned to accept Jamie’s two-year renewal, Curtis seconded; motion carried.
- b. Meeting schedule – Jamie wants to keep the monthly meeting schedule. Pandora will be traveling March, May, and Aug – Oct. As long as Jamie and Curtis attend, we will have a quorum.

9. Future Action Items

- a. Adding to the board
- b. VR event
- c. CCSPA event
- d. Cross marketing with Chamber – Jamie wants to attend a meeting.

10. Closing Comments: Pandora needs to meet with Alex on the banners to go on the light poles. Jamie has asked for business cards for him and name tags for board members. Pandora asked for a photo shoot with a diversity of people in them. Danielle will send Pandora a link to the new photos. Curtis will send Jamie the Chamber meeting schedule.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, February 27, 2024

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

12. Adjournment

Meeting adjourned at 11:35 p.m.