

Visit Los Osos/Baywood

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

Draft Meeting Minutes

February 27, 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
Jim Stanfill, Chamber

1. **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
2. **Public Comment:**
 - a. Jamie: The Back Bay Inn has a new GM, Deanna Alexander, who has lots of experience in Paso and Atascadero. She will join us next time. Jamie was recently in Long Beach, which has changed a lot due to beautification efforts through tourism. It was clear how important it is for tourism and for locals. European cities suffer from overtourism, so there is definitely a balance. The Blue Heron will be reopening in March under the management of the people from Lunada Bistro in Cayucos and will be called Mirazur. Sundays and Mondays in Baywood are still vibrant – Merrimaker has a beer garden and Alex is thinking of doing acoustic music near the firepits of the Baywood Inn on Mondays.
3. **Consent Items**
 - a. Pandora motioned to accept the minutes of the 1/23/24 meeting, Curtis seconded; and the motion carried.
4. **Presentation:**
 - a. None
5. **CBID Update** (Cheryl Cuming):
 - a. Web traffic numbers are great, there were over 700k page views in January, the most ever. They don't get as many messages about the closure of Hwy 1 as expected. SEO results have been great as well. The new authority page on the Best Wildlife on Highway 1 has launched with a map, which has gotten 7400 new email sign ups already. Video is performing well an Spotify ads have had 97% completion rate. The Small Towns, Best Beaches campaign starts in March.
 - b. TOT was soft this fall. Baywood Inn said it was slow in January, but many areas were up in January. The CBID re-forecasted down 11% and may end up using \$75k of their contingency funds, but if ther rest of the year is like January, they will be fine. People feel like spring looks strong, based on reservations and CA as a whole is projected slightly up.
6. **Financials** (Danielle): LOB is now responsible for 4% of TOT. We are off slightly from last year, running a small deficit but expect a busy spring and summer season.
7. **Committee Reports**
 - a. CCSPA (Sierra): Beca who manages events is leaving. Trivia night at Oak and Otter Brewery in SLO went well and brought in the younger crowd that CCSPA has been hoping to attract. Questions were mostly about native species and the heart (Valentine's theme). For Earth Day they will be at the Laguna Lake Festival on April 21st they will be at the Public Market upstairs. There will be other non-profits there with family friendly activities and a speaker on sustainability. Next year they would love to plan an Earth Day event in LOB. There are a couple other events planned, one at REI, Beerfest in SLO (creek and watershed stewardship 3/23 in Mission Plaza). The butterflies have migrated on and were only at 5% of their historical population, but better than last year. Storms affect their numbers. The Butterfly Ball is scheduled for October 21. They are also hoping to plan a community film night at the Baywood Inn after Memorial Day / pre-graduation, but are waiting for the ABC license. They are thinking about how to market this out of area so they can apply for funding through VLOB.

- b. Travel for Good (Cheryl): Katie will come this spring. They are working on how to evolve stewardship on the website – back to nature tours and wildflowers are the focus right now.
- c. Beautification and Outreach (Pandora): More work is being done on the Cow Bear’s fur and crown. Celebrate LO might take on restoring the Baywood Pier and 2 trees need to be trimmed. Sierra will try to provide a poster of the butterfly information to put in the Wayfinder Sign.
- d. Events (everyone): Sea Pines has a concert series. There is a Pickleball family fun fundraising event being planned with Celebrate and the Chamber at the Community Center on July 14. There will be tournaments on all the tennis courts at the park and funds are being raised for pickleball supplies and chairs at the Red Barn, as well as general funds. Pickleball is an asset for people who come to visit. The middle school is converting tennis courts to pickleball courts and H1RT is making a pickleball page.
- e. Chamber Liaison (Jim): The Chamber is coming back to life. Dawn Rosen was hired on a contract basis, so some historical memory is being added back in. She responds to emails and requests. They are planning the awards banquet on 4/20 at the Community Center – it will be a nice night out with great catering. Meetings are the 2nd Monday of the month at 10 am at the Baywood Inn.
- f. Marketing Update (Danielle): Social channels and the mailing list are growing. New photos are being added to the paid social match program through the CBID to reinvigorate the mailing list sign up ads. Danielle submitted a proposal for a spring photo shoot, and we will need models to volunteer. There is some money to pay them, but only \$50 per person, so we will be using friends in a variety of ages. Jamie requested that we discuss this more in March. Any photos taken in MDO need permission through State Parks.
- g. Vacation Rentals (everyone): Jamie says that Morro Bay has big issues. There’s a community vote on battery storage for the power plant and a proposal for the stacks to come down. People want that space to be in tune with what the community is about, keep it as a more natural space with maybe a hotel. Public feedback on the Chumash Marine Sanctuary shows that people want it to abut with the Monterey sanctuary so no wind farms can be put in.

8. Action Items

- a. Earth Day Projects: There’s an opportunity with the community park for volunteers to spread wood chips, which would result in fewer pesticides being needed to keep weeds down. Celebrate Los Osos could create a project to adopt a section of the park to take care of bush issues and removing non-native plants. VLOB can promote the volunteer event.
- b. Streetlights and Banners:
 - i. Alex came to talk about this beautification project which will benefit locals and visitors. He is planning to do the work on the old-style light poles. There are 11 of them and they are between 12 – 14 feet tall – some have tops, some work. Alex is looking for the support of this group and might submit a beautification application to fund \$5000 of the project. Jamie motioned for VLOB to support Alex’s beautification efforts to benefit visitors and residents, managed by Alex and the county easement. Pandora seconded the motion, Curtis abstained.
 - ii. Part two of this effort is the banners, which are 18” tall and \$200 each with hardware. We would have to install them ourselves. We could have a community competition for the design – maybe students, maybe local artists. We could hold a focus group to discuss icons that represent Los Osos | Baywood or put out a survey.

9. Future Action Items

- a. 2024-25 Budget and Marketing Proposal
- b. Adding to the board
- c. VR event

10. Closing Comments: Pandora brought up the Sunnyside School – it hasn’t been appraised and might have asbestos issues. If the school district is willing to sell, what does the community need and who are potential buyers. We support recreational use. Pandora will miss the March meeting but will be back in April.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, March 26, 2024

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

12. Adjournment

Meeting adjourned at 11:39 p.m.