

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

**Draft Meeting Minutes**

March 26, 2024  
Baywood Inn

**Board Members Present:**

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

**Others Present:**

Danielle Carpenter, Admin  
Cheryl Cuming, CBID

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

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1. **Call to Order:** By Chair Jamie Wallace at 10:07 a.m.
2. **Public Comment:**
  - a. Jamie: It's exciting how Baywood is coming alive again with the new GM at the Back Bay Inn and Mirazur opening in the Blue Heron space. It's nice to have a quality restaurant again – it's pricy, but worth it. Jamie was surprised by Chuck not renewing his contract with SLO CAL. Cathy is his interim replacement.
3. **Consent Items**
  - a. Curtis motioned to accept the minutes of the 2/27/24 meeting, Jamie seconded; and the motion carried.
4. **Presentation:**
  - a. None
5. **CBID Update** (Cheryl Cuming):
  - a. The H1RT website surpassed 1 million visitors by the end of March. The subscriber base grew 75,000 in February from the wildlife map (more than the prior 6 months combined). They will clean the database in June. On April 12 the CBID will present recommendations for LFA imperatives. There are 17 bid bunch members and Cheryl wants to add a creative director. International travel is up, wine tourism, outdoor recreation and road trip travel is popular. The county projects flat to slightly up collections for the next fiscal year. With the transition taking place at SLO CAL, they want to return to their marketing focus and not destination development.
6. **Financials** (Danielle): Our revenues are flat from last fiscal year, and we are spending less than budgeted. Everything looks good for the next fiscal year – we will plan for flat collections. Jamie and Danielle are planning a budget meeting after this meeting.
7. **Committee Reports**
  - a. CCSPA (Sierra): Sierra couldn't make the meeting but Jamie plans to drop off bags at MDO. He gave a box to Rexall already.
  - b. Travel for Good (Cheryl): Katie will present to the board at a future meeting in the next few months.
  - c. Beautification and Outreach (Pandora): No report.
  - d. Events (everyone): Sea Pines has their ongoing concert series. Curtis and Sierra have talked about a movie night at Baywood Inn once they get their ABC license.
  - e. Chamber Liaison (Jim): They got a few new members and had a mixer that went well. They are looking for a permanent physical office.
  - f. Marketing Update (Danielle): CrowdRiff stories engender a lot of engagement, and the social channels are growing. Our open rates for email newsletters are well above industry average and a new newsletter will go out next week. Reels and video content perform especially well. We will

postpone our LFA Imperative email campaign until the fall and will also move the proposed photo shoot towards shoulder season.

g. Vacation Rentals (everyone): No report.

**8. Action Items**

a. Discuss and vote on Butterfly Ball Sponsorship. Since Sierra couldn't make the meeting, we tabled this until next time.

**9. Future Action Items**

a. Budget for 2024-25 Fiscal Year

b. Marketing Proposal for 2024-25 Fiscal Year

c. Vacation Rental Involvement

d. Cross marketing with Chamber – Jamie wants to attend a meeting.

**10. Closing Comments:** We will combine the April and May meetings and will vote on our 2024-25 fiscal year items May 7. Jamie is eager to get Deanna from the Back Bay Inn involved.

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

**Date:** Tuesday, May 7, 2024

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

**12. Adjournment**

Meeting adjourned at 10:48 p.m.