

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

Draft Meeting Minutes

July 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
Christine Rizzo Assistant to DC

-
1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
 2. **Public Comment:**
 - a. Jamie: Went across the street to the Back Bay Inn to see Deana. She couldn't come to the meeting. Alejandro from Mirazur couldn't come but wants to attend in the future. Mirazur- the food has been inconsistent, but the service and atmosphere is great. Cheryl went on Saturday and the restaurant was full. Tourism saw softness in the 2nd quarter, but the 3rd quarter is looking stronger. The temperature is 100 degrees everywhere else but here. Nautical Bean is busy and there is good energy in town. There is a new concert venue at Celia's Garden Café. They have taken over the lot next door with a stage and live music. Baywood is the place to be on Mondays with the farmer's market and beer gardens in multiple locations.
 3. **Consent Items**
 - a. Jamie motioned to accept the minutes of the 5/7/24 meeting; Curtis seconded, and the motion carried.
 4. **Presentation:**
 - a. None
 5. **CBID Update** (Cheryl Cuming):
 - a. The SLOCAL website traffic has been super solid. Users are up and the annual report will be presented in September.
 - b. New logo (Highway 1 Road Trip – Just coast) will launch after Labor Day September 7. Brand guide is beautiful. Phase 2 of launch is a rebranding campaign with Sunshine and Bourbon. They will create videos and are the agency that created the SLOCAL tagline "Life is too beautiful to rush"
 - c. Subscribers are up to 130k. In a survey of 1000 subscribers 57% of those who downloaded them said the maps helped made their decision to visit. Of subscribers who did not download maps, 23% decided to visit.
 - d. Amazon (Walled Garden) representative came to the CBID meeting. Presented a media/email strategy and wanted to meet the group that is so successfully using the walled garden strategy. Danielle will ask Cheryl for more information.
 - e. In September Cheryl will share data on the last 5 years. Total collections grew 57% with only having added one new 9-bedroom hotel.

- f. SLOCAL Summit will be held September 25. There will be a table for CBID and anyone who would like to be at the table is welcome. Jamie asked to be put at the CBID table. Kathleen Cartier new head of SLOCAL. Pandora asked about SLOCAL funding, and they do not receive any county money.
- g. Highway 1 reconstruction should be finished and the entire road will open in the early fall.

6. **Financials** (Danielle): Income for the last fiscal year (2023-24) was down \$10k (14%) over projections but spending was \$20k lower than expected as well. July seems to be very busy, so hopefully the new fiscal year will start out strong and erase some of the shortfall from the second quarter.

7. Committee Reports

- a. **CCSPA** (Sierra): Sierra couldn't make the meeting. Jamie recently dropped off bags at MDO. He met volunteers and found the Ranch House to be busy.
- b. **Stewardship**: Keep this item on the agenda, as sustainability is an important and popular topic for SLOCAL, Pismo and other areas.
- c. **Beautification** (Pandora): Celebrate Los Osos in planning another workday in October at the community park to spread mulch. They raised around \$20k in less than 20 days, which purchased 100 chairs and 3 carts for the Red Barn.
 - i. Cow/bear and sign. Jamie will write information on cow/bear and give to Pandora to print and post. The artists were Kyle and Dave Zoust. In 2016-17 there were 101 cows made but ours is the only CowBear. Jamie wants to spruce up area – branches need trimming
 - ii. The streetlamps still need to be improved. Wiring is a mess and considering photocells for each lamp. With the new lamp there will be room for banners to be displayed below if the posts are tall enough. Curtis to follow up with Alex.
- d. **Events**. People are finding Baywood as musical destination. Boatzart needed more promotion. Celia's café now has a music venue. They will have a concert July 27. Nardon's has music and Beerwood has a stage in the open lot. Paul set the groundwork for the live music there. Alex at Baywood Inn is still thinking of having live music but are concentrating on getting their liquor license at the moment. Also, parking may be an issue for them, though the plan is being redrawn. Sea Pine concerts are super popular. The Mid State Fair is on till the end of the month.
- e. **Chamber liaison** (Curtis) October Fest working on planning, sponsorship working on getting into the community center. The county is holding up on signing the lease. Festival of Flavor is in progress now and is showing growth from last year. There was not enough time to submit the lease go to the Board of Supervisors. In March there should be a prompt for the Chamber to apply for Christmas Market sponsorship. Try to connect with the Cambria Pines Christmas Market to encourage more heads in beds here.
- f. **Marketing**: Our last email had an open rate of almost 60%! We have added 1,300+ names to our subscriber list and the email funnel is still running successfully. Our social media channels are growing and our CrowdRiff stats are up. Average CPC on ads is at \$.08 – ads focus on lead generation, clicks to the lodging page, engagement and channel growth.
- g. **Vacation Rentals** (everyone): There is a new advocacy person (Whitney) at SLOCAL. Nothing new to report.

8. Action Items

- a. SLOCAL introduced an Unpacking video program and there is an opportunity for our LFA to participate along with Cayucos and SLO Wine Country. Leads will be sent to a landing page on the Highway 1 site that will send people to each of the 3 locations. The videos show 3 different suitcases arriving at SLO airport, each with a different destination (beach/bay/wine). Actors choose a suitcase that has items inside to reveal clues. Then it shows the actors taking part in various activities specific to the destination. Participating will give us access to SLOCAL's 3 million annual media, focusing on California and flight markets. The campaign will be running in the shoulder season. Social media

influencers will be used as the talent, and they will spread the word on their own platforms. Pandora motioned to invest \$2000 to participate in the SLOCAL Unpacking Video; Jamie seconded the motion. With a unanimous vote, the motion carried.

9. Future Action Items

- a. Jamie to work on board membership. He wants to invite Maggie Juren. He will call to invite her and work on Sea Pines too.

10. Closing Comments: Our board is small but mighty.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, September 24, 2024

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

12. Adjournment

Meeting adjourned at 11:31p.m.