

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

**Draft Meeting Minutes**

September 24, 2024

Baywood Inn

**Board Members Present:**

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

**Others Present:**

Danielle Carpenter, Admin  
Cheryl Cuming, CBID  
Jim Stanfill, Chamber of Commerce  
Christine Rizzo Assistant to DC

Absent: Pandora Karner-Nash, Green Cottage (excused)

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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. He is still hoping she will come to a meeting. Deana and her crew did some clean up and weeding around the Cow/Bear. Looks good.
  - b. Jamie: He and his wife took a trip to San Francisco over the summer. They were concerned about how safe the city was after listening to the media. He talked to hotel staff before the visit and they said it was not a bad and it sounds. They found out when they arrived the staff were locals and everyone still took pride in their city. Jamie wanted to convey that you can't tell how a city is by the media, talk to locals that live there. Taking pride in the appearance and cleanliness of their town shows. Do not believe all you hear about a destination from media, talk to the locals for a real perspective.
3. **Consent Items**
  - a. Jamie motioned to accept the minutes of the 7/23/24 meeting, Curtis seconded; and the motion carried.
4. **Presentation:**
  - a. None
5. **CBID Update** (Cheryl Cuming):
  - a. Highway 1 Road Trip (Just coast) website launched. Web traffic is good and she will give year end numbers next meeting. They will be adding a toolkit for member to access for local marketing in September.
  - b. Newsletter is up to 130k subscribers.
  - c. Fiscal for this year is down from last year. \$64k down to \$58K. Soft ending to the year.
  - d. Highway 1 reconstruction will not be completed this year. San Simeon is needing more PR to increase their numbers. May need an adjustment to their budget.
6. **Financials** (Danielle): Collections in July were \$6.5K August was down to \$4.7K
7. **Regular Reports**
  - a. CCSPA (Jamie): The Butterfly Ball is coming up. On website is give away of 2 tickets to the Ball. Sierra will present more next meeting. A possible kiosk could be placed at Los Osos Park at the entrance providing information on the park.
  - b. Stewardship: Featured in National Geographic the Chumash National Marine Sanctuary the boundaries will be changing to include Oceano/Avila. This will show 50% of the coastline will be protected. We are true stewards of the coastline. Kristen from Pacific Wildlife is to meet with Hwy1 project regarding including the Whale trail in marketing.

- c. Beautification: (Jamie) is working on a sign for the Cow/Bear with QR codes. He is working with Goofy Graphics to make the sign. Cost \$125 Jamie will take care of the application for funds. There has been a general good vibe in Los Osos. Live music, activities and people visiting. Curtis has been installing solar street light. The other electrical lights have been complicated to replace; ownership of electrical source has been confusing. Baywood Inn will be breaking ground on the corner to build commercial spaces. Bringing more shops/restaurants and office space above. Curtis also requested Jamie to bring him more printed out maps for the hotel.
- d. Marketing (Danielle): The open rate for the last newsletter was 70%, a new high. Social media channels are experiencing growth. New reels are performing well and our Crowdriff stories are getting noticed.
- e. Chamber liaison (Jim) October Fest in Baywood is approaching. They will have a car show, beer garden and music. They need help promoting. Danielle will contact Donna for marketing material. Festival of Flavor was in May. 18 restaurants and 2 food trucks participated. People were encouraged to visit all restaurants in 31 days then turning in their names for a raffled gift certificate of \$50.
- f. Vacation Rentals: no report

**8. Action Items (none)**

**9. Future Action Items**

- a. Jaime to work on board membership. He wants to invite Maggie Juren to join board.

**10. Closing Comments:** Cheryl is proud to be working on the new Hwy 1 branding.

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

**Date:** Tuesday, October 22, 2024

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

**12. Adjournment**

Meeting adjourned at 11:05a.m.