

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

Draft Meeting Minutes

December 3, 2024

Baywood Inn

Board Members Present:

Jamie Wallace, Wallace Hospitality (Chair)
Pandora Karner-Nash, Green Cottage

Others Present:

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

Curtis Armstrong, Baywood Inn Absent (Excused)

- 1) **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
- 2) **Public Comment:**
 - a) Pandora: Friends of the Bob Jones Trail are fundraising to do some upkeep.
 - b) Jamie: Traveled for Thanksgiving he noticed people are still traveling despite the construction on the 101 hwy in Santa Barbara. Also thinks the presidential election has not affected tourism. He is grateful to be working with the board and their professionalism. He is thankful to be living in a place people want to come and visit in the upcoming Christmas holiday.
- 3) **Consent Items**
 - a) Pandora motions to approve minutes from 10-22-24, Jamie 2nd and motion carried.
- 4) **Presentation: None.**
- 5) **CBID Update** (Cheryl Cuming):
 - a) New National Marine Sanctuary bordering from Avila Beach to northern Santa Barbara County features 4500 sq miles of ocean. National Geographic will have an article featured in February issue. The article will examine the stand point of heritage vs. stewardship travel. Board may get a visitor from NOA at meeting/open house in January. Morro Bay seems to be underperforming. Reason may be the problem with the stacks therefore not part of the sanctuary.
 - b) First quarter financials are up and October did well. Paso Robles seems to be struggling. Thankful coastal areas are doing well. New room have been added in Pismo, Morro Bay and SLO unincorporated area. CBID region is growing faster up 56% from last 6 year2. The area is less expensive and TOT has not increased.
 - c) Brown Act reminder: when responding to emails do not respond ALL. The majority of board members cannot discuss committee business outside of meetings. Member cannot communicate positions of others. Regarding Social Media board members are prohibited from responding AT ALL on board business on any public platform or chat.
 - d) In late summer a group of journalists from National Geographic came to participate in stewardship actives. The purpose was to familiarize them with the area and what there is to offer.
 - e) There is a new Speakeasy in Cayucos. At the Pacific Motel has a new speakeasy featuring mixology drinks.
- 6) **Financials** Danielle: TOT is up 3.76% from 2 years ago. October was strong. More was spent than brought in but still in good shape. \$2000 of the expense was for the "unpacking videos" in the new Highway 1 campaign.
- 7) **Regular Reports**
 - a) **CCSPA Sierra:** ABSENT
 - b) **Stewardship:** NONE
 - c) **Beautification:** Pandora: She has been working with Alex Benson on the new lights and banners. They are working with a contractor to make sure all the light posts are all consistent looking and in height. Alex has

purchased new light arche that cast the light down. Next each existing light post needs to be assessed as to whom in responsible (privately owned or public space) which one works or not. Possible get Baywood resident to vote on whether the banners will be placed over the street or sidewalk side of the light posts. Blake Fixler and Bruce Gibson's office will do the applications with the numbers. Finally request money from VLOB. In total there will be 10-12 lamp posts each 12 to 15 feet tall.

Next subject: Murals, 3 existing historical murals exist that were funded by predecessors (Celebrate and LOGO) 35 years ago are in need of updating and repair. Located at the Rexall on LOVR another on 10th street corporate building and Baywood plumbing. Celebrate to submit application for financing. Funding to be approved by VLOB then to CBID finally BOS for funds. Suggested possible 4th mural on a new building to create a walking mural walking trail with plaques in place to give the story of each mural. Keep the original murals, repaint and color match. A muralist needs to be commissioned at a reasonable price. These murals celebrate how Los Osos / Baywood is a special place. Cow/Bear sign is still in progress to be finished.

d) Events: Many events are happening with the Christmas / New Year's holidays coming. How can people find the events. **1.** Christmas tree lighting next to the Cow/Bear statue on Saturday the 7th. Hosted by Back Bay Inn. Santa and Mrs. Clause. 4-6pm. **2.** The Morro Bay lighted boat parade is happening. Baywood yacht club may get involved. Expected 100 people to attend, some may come by boat. **3.** Christmas Parade 12/14 at 10 am and ends at SB community center. They will be a gift buying fund raiser. Jim Stanfill will be Grand Marshall of the parade. **4.** A decorating contest "Light up Los Osos" will be going on. The contest will judge who can do best outside light/decoration display. Businesses and homes will be competing. A goal for the contest is to print a map of contestants so everyone can be included in the judging.

e) Chamber liaison Jim: Oktoberfest was a great success. Mugs were sold at event where people could fill with beer at the different vendors. The chamber is still looking for a place to hold their meetings, since the Community Center is no longer available.

f) Vacation Rentals: no report

g) Marketing: Danielle: CrowdRiff published 48 stories and is trending upwards. Social media channels are growing. Newsletter open rate is at 34.5%, adding more subscribers. Wildlife is a popular subject. Maps downloaded is up to 1500 and subscribers are up to 4641. Cost per click is .08 cents. The Highway 1 "Unpacking" videos will be going live in January.

8) Action Items

a) SF Gate Email: The San Francisco Gate January article could possibly add a link to the "Unpacking" series. The SLOCAL "Unpacking" campaign is yet to be seen if the buy in was an asset. We will know more in January. See is video can be sliced to each area to be used in specific marketing.

b) Discuss meeting dates. Move meetings to every other month. Pandora will be traveling and will like to move January meeting to the 21st.

9) Future Action Items

a) Proactively recruit new board members.

b) Remind events need proper applications 4 months' time for approval. The Butterfly Ball and October Fest need to be submitted in June. Mural application from Celebration needs to be submitted Jan or April.

10) Closing Comments: Jamie wishes everyone a health, wealth and wise 2025.

11) Next Visit Los Osos/Baywood Meeting

Date: Tuesday, January 21, 2025

Time: 10:00 a.m. – 12:00 p.m. at Baywood Inn, 1336 3rd Street, Room 217

12) Adjournment

Meeting adjourned at 11:08 am