

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

Draft Meeting Minutes

January 21, 2025
Baywood Inn

Board Members Present:

Jamie Wallace, Wallace Hospitality (Chair)
Pandora Karner-Nash, Green Cottage
Curtis Armstrong, Baywood Inn

Others Present:

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

Call to Order: By Chair Jamie Wallace at 10:05 a.m.

Public Comment:

- a) Pandora: Two people were voted Citizens of the Year; Posthumously Al Strunk and Dean Sullivan of Estero Gardens.

Consent Items

- b) Pandora motions to approve minutes from 12-3-2024, Jamie 2nd; motion carried.

Presentation: None. CBID Update (Cheryl Cuming):

- a. The County Tourism Business Improvement District (CBID) Advisory Board and San Luis Obispo County are working with Civitas Advisors to modify the 1989 district ordinance to allow the County to contract with a non-profit to carry out tourism marketing services of the CBID. The goal is to transition the administrative, financial and procurement services from the County to the new non-profit. The process includes ordinance modification, formation of a new nonprofit corporation and drafting a service agreement between the County, the CBID and the non-profit corporation.
- b. An agreement with Civitas is on the BOS agenda on 1/14/2025 to carry out the transition, totaling \$24,000 with a 4-month time frame. BOS meeting will meet March 11 to approve the Resolution of Intention, with a detailed timeline being approved at the 1/22 CBID Advisory Board meeting. The new non-profit will be effective May 1, 2025, and the immediate focus will be renewing contracts effective July 1, 2025.
- c. The updated bylaws are now applicable across the CBID and all LFAs. The LFA officers (chair and vice chair) will have an annual renewal, and the board member will be a 4-year renewable term. The Vice Chair will conduct meetings if the Chair is absent.
- d. Web traffic is up to 75k in sessions. Budget is tracking flat but is up 6% overall.

Financial: Danielle shared that VLOB made up 3.89% of TOT. November collections were down and December was up. Still on track and will even out in the end.

Regular Reports:

- c) **CCSPA Sierra:** ABSENT. Jamie delivered bags to Montana Del Oro. The shop has great staff. Lots going on there, the shop was packed with people. They do need more brochures.
- d) **Stewardship:** Katie Sturtevant (Absent) Cheryl: Katie did pick up more bags, tide books and calendars to give to journalist that are visiting. Trave and Leisure magazine did an article on the new Chumash Sanctuary to be published in February. Friends of Bob Jones trail is working on a goal to raise money to extend the trail to The Octagon Barn on the other side of highway 101. They have collected some money; their goal is \$1 million. Avila Beach is supportive of the project. Trying to get a \$18 million grant. Lastly the Monarch butterfly population is down.
- e) **Beautification:** Pandora: She has been getting so much done in such little time She has been working with Alex Benson (Baywood Inn) on the new lights and banners. There are 4 lights in front of his Inn. He has agreed to assess the 4 for repair or replacement. Adding an additional light fixture to the top of each pole will give good downward lighting that will highlight the banners. Once those 4 are done, Alex and Curtis will approach other business to do the same. This will give a uniformed look to the town. There is total 12 light poles to be done. They are working on the banner requirements still. Once that is known designs will be provided for the banners. Discussed an optional banners funding source via local organizations would like to have banners featuring their events. Pandora also shared an update about murals, the building on 10th and LOVR is peeling, Celebrate LO said they had received a bid of \$35,000 to repair. The new owner of the building on 2nd and Santa Ysabel have gotten permission to replace the mural on their building. The upcoming plans for the building include a yoga studio, ceramic studio and other like businesses. The empty lot facing the mural is to become a small park.
- f) **Events:** A lighted boat parade is happening in August organized by Paul Irving. Sundays and Mondays live music is still happening. Tons of fun.
- g) **Chamber liaison** Jamie gave Curtis a shout out about the Christmas tree lighting and thanked him for all his hard work. Jim said he is basking in the success of the tree lighting. Upcoming, possibly in April, will be the Festival of Flavor. 18 restaurants participated last year, hoping more will participate. He also provided everyone at the meeting with the chamber's bi-monthly newsletter and directory. He also reminded us of their weekly Eblast on Wednesdays. The Chamber will be having their Retreat soon to discuss the new year.
- h) **Vacation Rentals:** no report
- i) **Marketing:** Danielle: Crowdriff had an interaction rate of 71.3%, that is up 2.4%. Top Story in December was Find Peace and Joy in Los Osos. The top story for 2024 was Road Trip 2024. Facebook was up 98 followers. Facebook number are all positive. Instagram top content reach stories were Winter Wild Life and Morro Bay Birds. In the HW1 campaign included an Unpacking video featured Foot Golf in Los Osos. The newsletter had an open rate of 43.1%. 22 new subscribers. Social Advertising clicks rate is \$0.10 per click. Anticipating the SF Gate story will give a great boost.

2) Action Items

- a) VLOB Chair: Pandora nominates Jaime as Chair of the board for a 1-year term, Curtis 2nds; motion passes.
- b) VLOB Vice-Chair: Pandora nominates Curtis as Vice Chair of the board for a 1-year term, Jaime 2nds; motion passes.

3) Future Action Items

- a) SF Gate story instead of 2 emails.
- b) Recruit new members
- c) Celebrate Los Osos proposals for 1) lights and banners along 2nd Avenue and 2) mural restoration in Los Osos and new murals

Closing Comments: Jaime thanks everyone for being here.

Next Visit Los Osos/Baywood Meeting Date: Tuesday, April 15, 2025 **Time:** 10:00 a.m. – 12:00 p.m. at Baywood Inn, 1336 3rd Street, Room 217

Adjournment Meeting adjourned at 11:17 am