

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

Draft Meeting Minutes

Tuesday April 15, 2025
Baywood Inn

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Cheryl Cuming, CBID
Christine Rizzo Assistant to DC
Jim Stanfill, Chamber of Commerce
Sierra Emrick, CCSPA
Anna Davis, CCSPA

Pandora Karner-Nash (Absent)

1) **Call to Order:** By Chair Jamie Wallace at 9:58 a m

2) **Public Comment:**

a) Jamie: Returned from his trip to Florida to visit his Canadian family. Possibly the new political temperature of the country seems to be affecting international travel. He wants to keep promoting tourism in our area, we are open for business. Cheryl noted she has friends in the Sierra Keys that normally have Canadian visitors for 6 months. They have not returned this year. Sierra: the park stores are feeling the drop in sales. The budgeted conservatively for the store and have been consistently under budget. Jamie also noticed his flight to Florida and home was at low capacity. Sierra just returned from Australia and the flight was full.

b) Jamie: Proud to announce the sign for the Cow/Bear has been installed with the help of Bob Kaiser construction. The sign has a QR code with the Celebrate calendar and acknowledgement to the artists. Still a few things need to be done but is a great improvement.

3) **Consent Items:**

Jamie: approval of minutes from the January 21, 2025 meeting and minutes for special meeting March 10, 2025. Jamie motions to approve both meetings, Curtis seconds, All in favor. Minutes approved.

4) **Presentation: None**

5) **CBID Update:** Cheryl: According to web traffic and TOT H1RT communities are doing well. John King Enterprises of Avila reported the best quarter they have ever had. Reports show February was really strong and March is strong as well. The email had an open rate of 52% and subscribers are now over 140,000. Marketing is doing really well. We encourage people to do social media colabs. We find those useful with our destination partners and journalists. Kirsten, our PR person, will be working closely with Claudia, our social media person, to reach out to publications and journalists to do collaborative posts.

As of May 1, we will have the new nonprofit, Highway One Tourism Alliance. The board of directors was formed. Gary Setting will continue as the chair, Erin Graves will be vice chair and Mike Hachett is the secretary/treasurer. The bylaws have been adopted. They are working on renewing service contracts. County service contracts are done and are working on subcontractors. All contract and scopes of work and approvals and agreements in place before July 1.

6) **Financials:** Danielle: The percentage of TOT has grown to 4.16%. considering we started with 2% this is great progress. Comparing month to month from last year, we are a little down this month, but last month tracked

closely with last year. We have spent \$50,866, which is half of what was budgeted. We will not spend \$50,000 in the next three months.

7) Reports

a. CCSPA: Sierra: The Ranch House has been consistently open and will be getting a new roof. State Parks have plans to redo their interpretive plan for Morro Bay and Montana De Oro. In the next 4-5 years a lot of money will be invested in those areas, such as a new Chumash Heritage garden. Exciting things will be happening. Despite the news of National Parks struggling with budget cuts and staff cuts, it seems like the State is continuing to provide needed resources. There will be a film screening at the Freemont Theatre. The film is "Out There, A National Park Story" on May 23. The director and his composer will be attending. There will be live music and a Q&A afterward. The Butterfly Ball will be held September 27, 2025. Danielle will send Sierra the new application for sponsorship for the Ball. Application should be done before the June meeting and ready for funding July 1. Sierra introduced, Anna, who is new to CCSPA. She will be work in on fund raising and outreach. The Ball fundraising supports Monarch Butterfly Conservation. Due to climate change, drought and high temperatures last year was the second worst year on record for the butterfly population.

b. Stewardship Travel for Good: No Report

c. Beautification and Outreach: Jaime: Usually Pandora is the active member getting these projects done. Can't wait till she is back. The murals will be a focus. Six murals have been identified for clean-up/repair. Hopefully more will be commissioned.

d. Events: Concerts on the Green will be returning to Sea Pines.

e. Chamber of Commerce: Jim: We just had our Citizen of the Year awards. Business of the Year was Curtis of Baywood Inn, who has completed his 2 years of service on this board. Three people were nominated for Citizen of the Year: two Posthumously and Dean Sullivan. Volunteer of the Year was Gary Freeburn. New Business of the year the winner was Mason Rambo of Blue Plate, an on-line program for local restaurants. First year of Nonprofit of the year went to Friends of Elfin Forrest. Jim was the MC. Up coming event is Festival of Flavors. 20-25 restaurants will participate. Will be held for 45 days in June/July. Participants can purchase a passport with discount coupons to participating restaurant. When participants eat at all restaurants they will be presented with a mug.

f. Marketing: Danielle: Crowdriff stories had almost 500 impressions this month. The top stories were Luxury and Romance and the Perfect Day in Los Osos. Facebook has grown by 40 subscribers a month. Instagram is doing great and followers are growing. The newsletter is doing really well with a 60% open rate. We have 1539 people in the email funnel. A new ad went out so numbers will increase. There is a 50% conversion rate. Our ads are running with at \$.15 CPC. CTR is 3%. The LFA imperative social match is at 6% click rate. The Handshake ads is a collaborative with LA Times has given us good credibility. Our SF Gate Story was promised 5000 engagements and 1500 impressions. We are beating that.

g. Vacation Rentals: No report

8) Action Items: None

9) Future Discussion/Action Items

- a. Discuss and vote on 2025-26 Admin contract
- b. Discuss and vote on t 2025-26 Marketing proposal
- c. Discuss and vote on 2025-26 Budget
- d. Discuss and vote on Butterfly Ball Sponsorship

- e. Celebrate Los Osos proposals for 1) lights and banners along 2nd avenue 2) Mural restoration in Los Osos and new murals

8) Next Visit Los Osos/Baywood Meeting

Date: Tuesday, June 17, 2025

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

9) Adjournment

Meeting adjourned at 10:59 am