

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

Draft Meeting Minutes

Tuesday June 17, 2025
Baywood Inn

Board Members Present:

Jamie Wallace, Wallace Hospitality (Chair)
Pandora Nash-Karner, Vacation Rental

Others Present:

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

Curtis Armstrong, Baywood Inn (Absent)

1) Call to Order: By Chair Jamie Wallace at 10:01 a m

2) Public Comment:

- a) Jamie: Curtis is on his way back from Alaska. Hospitality and tourism is unsettled right now. Locals abroad are fed up with tourism in places like Paris and Venice. California looks unappealing to travelers right now because of the fires and immigration raids. The situation is in flux hasn't hit our county yet? It doesn't seem like it, but it probably will. Pandora heard many people were canceling their trip to the US when she was abroad this spring.

3) Consent Items:

We can't approve the minutes because Curtis is not here. Pandora has three corrections, the spelling of Bob Kreizer's name, the citizen of the year information, and the fact that there are four murals. These minutes will be on the agenda at the next meeting.

- 4) Presentation: CCSPA Butterfly Ball by Sierra and Anna:** Last year the event almost sold out with 193 tickets out of 200 sold. There will be a virtual reality experience, live music, cocktail hour, a nice dinner with a presentation and awards. Last year Julie Packard received the lifetime achievement award. She is world renowned for ocean conservation and a founder of the Monterey aquarium. This year there's a new theme and expanded outreach. CCSPA social media channels have all-time high and engagement and reach. The new Butterfly Ball theme is Moonlit Wings, and Wild Things and the money raised will support the basics, like education engagement signage conservation. The outreach exposure for the film event inspired successful growth in Instagram, so they are in a good position to partner with other organizations to reach new people, as well as people who came to the film when marketing the Butterfly Ball. The goal of this Butterfly Ball is to raise money for basic expenses, to sell out and to cultivate community connections by creating a magical night so that people feel they're really part of something special. Their website will link to the destination page for the VLOB. We will get an email list post event, and they have hired a part-time event coordinator, Kendall, who was their intern over the summer. Sierra will send Danielle any photography or video assets on MDO. On a side note, Jaimie asked what's happening with Quail. He has hardly seen any over the spring.

5) **CBID Update:** Cheryl reviewed the LFA summary and noted that since the inception of the CBID in 2009 there has been 200 Event Grants funded, 60 Beautification & Infrastructure grants funded with a total of \$1.8M disbursed. Just last year 11 events grants funded, 2 beautification grants funded with a \$198K disbursed. Web traffic has gone up 27% users and 30% sessions. Website numbers are up 30% consistently year over year. The new nonprofit started May 1. The BOS meeting was held June 3 and renewal of the CBID was passed, with the condition of doing a survey. CBID is in the process of renewing around 25 contracts for BID Bunch and LFAs and will be complete at the CBID meeting on June 25 to begin the new fiscal year. With the 1989 district the BOS has the authority legally to dismantle the CBID so in the coming year the CBID may consider converting to a 1994 district, which has been requested by the County following the formation of the non-profit. If the future renewal of the CBID is not supported by the BOS, then all the local fund areas would lose the funding and no longer exist.

6) **Financials:** Danielle: While we are basically flat YOY, we have spent \$14k more than we have brought in. We budgeted for this in hopes that income would be higher than expected, but for the new fiscal year, we need to plan for flat income and preserve our remaining carryforward. Also, we were at 4.16% of TOT in April and now are at 1.77% so something strange is going on with the CBID financial reporting.

7) Reports

a. **CCSPA:** Sierra and Anna: The May film event was beautiful and well attended - sold out! All Park agencies in SLO County attended and many were on the panel. CCSPA received a grant to bus in field trips of kids from cities to come visit the coast. Sierra said she's grateful for Anna's help. There's a new exhibit for the Morro Bay Museum coming and the Ranch House is fully staffed although the roof and the floor needs major repairs basically caused by agent and water. They will do fundraising for large repairs later because State Parks doesn't have enough to fix it now. Summer programs are running: Junior Rangers, campfire, mind walks, etc. CCSPA friendship/membership is at an all-time high, momentum is great, and the community is more engaged than ever.

b. **Stewardship Travel for Good:** The CBID has been working on integrating stewardship into the main brand.

c. **Beautification and Outreach:** Pandora noticed many small details on her travels of things that people did to make their towns look special so she has put together a list of items that Los Osos | Baywood could do. She and Alex walked through town and came up with a list (attached). The Pottery Building is interested in a mural, but his business is growing right now, and he's not focused on it. There's a lot more we can do to make our town look more fun and upgrade the experience, especially for visitors on Sunday and Monday when Baywood is hopping. Celebrate is doing a mural on 10th and Arroyo. The Bear on South Bay Dr. is going to be put away for 21 months during some construction and Pandora wants access to the bear to refurbish it. Cuesta Inlet is in escrow and \$870,000 needs to be raised by October. They're doing a Mystery Progressive Art and Architecture Tour with a raffle and five homes are participating. Sunnyside School: the coalition is working together with County Parks; it's a great opportunity for recreation. Pickleball players in Los Osos are 50% from out of town and there is an effort to exempt the tennis courts at the community park from the master plan assessment so that they can move forward now instead of waiting 10 years to add new Pickleball courts

d. **Events:** Barefoot Concerts on the Green have begun at Sea Pines.

e. Chamber of Commerce: Jim: The upcoming event is Festival of Flavors where 25 restaurants will participate. It launches July 1 through August 15. Passports are \$40 and you can order them online. The Chamber is picking out an office by Bear Valley Realty. Oktoberfest planning is starting, and they will be coming to us with an event sponsorship request.

f. Marketing: Danielle: CrowdRiff stories had over 650 (last month was 500) impressions this month. The top stories were Luxury and Romance and the Perfect Day in Los Osos. Facebook has grown by 125 the last 60 days 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.

g. Vacation Rentals: Pandora spoke with Bruce. They discussed people with licenses who are not reporting TOT which means they're not actively using their licenses but found that it's not important to the board of supervisors to find out if people are sitting on their licenses.

8) Action Items:

- a. Discuss and vote on 2025-26 Budget: The planning budget as presented needs to have \$30,000 cut from it so that we don't get into a situation where we spend our entire car forward and don't have enough income to pay for bills. After much discussion, Danielle's marketing contract was reduced by about \$13,000 and the SF gate story was removed. Events funding decreased to \$500, which we plan to allocate to the Butterfly Ball, and Beautification funding was cut in half to \$2500. Pandora motioned to approve the adjusted 2025-26 budget of \$65,438 for the period July 1, 2025, to June 30, 2026; Jamie seconded, all in favor, motion passed.
- b. Discuss and vote on 2025-26 Shadetree Admin Contract: Jaimie motions to approve the administrative contract from Shadetree of \$6,860 from July 1, 2025, to June 30, 2026. Pandora seconded; all in favor, motion passed.
- c. Discuss and vote on the Shadetree 2025-26 Marketing Proposal: After much discussion during the budget action item, Jamie moved to approve the revised Shadetree Marketing Proposal of \$36,228 from July 1, 2025, to June 30, 2026. Pandora seconded; all in favor, motion passed.
- d. Discuss and vote on Butterfly Ball Sponsorship: After much discussion during the budget action item, Jamie motions to approve \$500 to fund the Butterfly Ball Sponsorship application. Pandora seconded; all in favor, motion passed.

9) Future Discussion/Action Items

- e. Celebrate Los Osos proposals for 1) lights and banners along 2nd avenue 2) Mural restoration in Los Osos and new murals
- f. Review Pandora and Alex's list of projects

8) Closing Comments: Jamie: Let's hope for better financials this next fiscal year.

9) Next Visit Los Osos/Baywood Meeting

Date: Tuesday, August 19, 2025

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

10) Adjournment

Meeting adjourned at 10:59 am