

Visit Los Osos/Baywood

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

Draft Meeting Minutes

Tuesday 2/17/26

Baywood Inn

Board Members Present:

Jamie Wallace, Wallace Hospitality (Chair)
Curtis Armstrong, Baywood Inn (Vice Chair)
Pandora Karner-Nash, VR Owner

Others Present:

Danielle Carpenter, Admin
Cheryl Cuming, CBID
Jim Daytona, Legislative Aide
Kendra Paulding, ECOSLO
Christine Rizzo, Assistant to DC

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- 1) **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
 - 2) **Public Comment:**
 - a) Jamie: Happy New Year. State of tourism to date is tough but everyone is hanging in. New manager at Back Bay Inn wanted to be here but is under the weather. Chamber of commerce award dinner was held. Celebrating community was strong.
 - b) Jim Daytona; He is legislative aide to Bruce Gibson. He has extensive background in tourism and hotel management and is visiting the LFAs to check in and offer help if needed.
 - c) Pandora: announced Sunnyside school will be transformed to a local park which will make a great destination for visitors. Petitions were signed and is on the ballot up for vote.
 - 3) **Consent Items:**

Jamie motions for approval of minutes from 12/2/25 meeting. Pandora seconds with corrections, All in favor. Minutes APPROVED.
 - 4) **Presentation:** Kendra is here to introduce ECOSLO and their services. They do coastal/creek cleanups, helping businesses get green certified and have a tree planting program. The clean ups are coordinated with local organizations and volunteers to pick up designated areas. One on the largest annual event Creek to Coast Clean-up is done in September. Additional sites can be added as needed. The tree program plants 10-15 trees in desired areas and ECOSLO will maintain the trees for 3 years until trees are viable. A packet was provided for the board to read.
 - 5) **CBID/H1TA Update:** Cheryl reported that the Board of Supervisors voted unanimously on 2/10/26, 5-0, in support of the formation of the 1994 District targeted for October 2026. This means that we can move forward on the 1989 District renewal in the April/May/June timeframe. VLOB has four open board seats and needs two more constituent members before we can add someone who is not a VR owner. **Report on the survey results:** It cost around \$40,000 to administer the survey because the county asked that a third-party managed the process, which took 4 1/2 months. The county provided the master list of people to be surveyed; there was a Spanish version that didn't have any responses. The survey closed November 19. Weighted results have not been provided by the county yet. 55% of vacation rentals show zero rent collected, so they're inactive and not being used as vacation rentals. 659 vacation rentals are active, and surveys received a 24% response rate of active vacation rentals and 90% of hotels. The CBID learned a lot and received positive feedback. The results show that people want us to prioritize tourism marketing, events, beautification, and then stewardship. Those who protested also had positive responses. The CBID and LFAs need more visibility so that more people know what we do. Cheryl also provided marketing updates and a copy of the Brown Act for the board to review. The Local Fund Summary for February showed that social marketing and PR results are increasing. With the reopening of Highway 1 the Central Coast is well-positioned for the spring and summer.

6. **Financials:** Danielle: VLOB makes up 4.15% of total TOT and we are spending only what we bring in.

7. **Reports**

- a. **CCSPA: Danielle** (Sierra last minute could not attend) Discuss a \$500 payment to Butterfly Ball overpayment. They are asking to use the money to support Monarch butterfly habitat and conservation. A movie on the Garbage Patch in the ocean will be shown later this month.
- b. **Beautification and Outreach:** Pandora: The mural at 10th and LOVR is ¾ done. Looking for locations for more murals.
- c. **Marketing:** Danielle: CrowdRiff Stories have changed to video galleries on the Visit California website. 4-6 videos can be uploaded quarterly. FB and INSTA are growing steady. A 41% open rate for the January newsletter. Next issue Spring 2026
- d. **Events:** Jamie: Sunday and Monday still seem to be popular days. Boatzart is coming and Oktoberfest is being planned.
- e. **Chamber of Commerce:** A new president was elected Dean Sullivan. The awards dinner was a success.
- f. **Vacation Rentals:** Pandora: the application to for a legal VR permit needs to be streamlined and for the existing VR permits and are zero income should have some expiration. They are blocking legitimate VRs and decreasing TOT.

8. **Action Items:**

- a. **Discuss and vote on Board Chair and Vice Chair** Pandora motions for Jamie to be Chair and Curtis for Vice Chair for the 1-year term. Curtis 2nds the motion. No Objections, All in favor. MOTION PASSED
- b. **Discuss and vote on CCSPA Application.** The \$500 overpayment for last year's Butterfly Ball to be reallocated to the habitat restoration and community outreach project. Pandora supports the request for funding already received \$500 to go to the restoration project, Curtis 2nds, All in Favor. MOTION PASSED
- c. **Discuss ECOSLO presentation.** Possibly do a clean up with a fee of \$500 and volunteers from Celebrate Los Osos included. NO VOTE TAKEN

9. **Future Discussion/Action Items**

- a. Celebrate Los Osos proposals for lights and banners along 2nd avenue
- b. Rebranding with Sunshine & Bourbon
- c. 2026-27 Marketing Contract, Admin Contract and budget.

10. **Closing statement: none**

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

Date: April 21, 2026

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

10) **Adjournment**

Meeting adjourned at 11:49 am