

Visit Los Osos/Baywood

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

Draft Meeting Minutes

Tuesday 5/12/26

Baywood Inn

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Cheryl Cuming, H1TA
Jim Stanfield, Chamber of Commerce
Barry Harrison, resident
Sierra Emrick, CCSPA
Christine Rizzo, Assistant to DC

Absent: Pandora Karner-Nash (excused)

1) **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.

2) Public Comment:

- a) Jamie: Update on tourism in general - as of April, tourism has grown by 12% even though the cost of travel increased as well. Having been through uncertain times before, this county tends to be resilient. Cal Poly students have been requesting more communication between the hotel industry and student population.
- b) Barry reported that the landscaping around the Baywood pier—a key visitor focal point—is currently neglected and in need of clean-up. Jamie noted that the area is County land and was previously maintained by the former owner of the Back Bay Inn. Potential solutions discussed include hiring ECOSLO for a clean-up (pending budget) and coordinating with the local garden club, which has offered to assist.

3) Consent Items:

Approval of minutes from 2/17/26 meeting. Discussion regarding Item 7a and action item 8b of the 2/17/26 minutes: The \$500 payment to CCSPA was to be allocated to restoration of the habitat (fencing) but it needs to be noted the money will go to educational printing. The fence was paid in full by the county parks. (See action item 7v. below) with this notation Jamie motions to approve 2/17/26 minutes, Curtis seconds, All in Favor, MOTION PASSED

4) **Presentation:** Sierra: CCSPA Butterfly Ball Sponsorship request for \$500. This year marks the 50th anniversary of the Butterfly Ball, which raises funds for the conservation of the monarch butterflies. A Marketing strategy and the results of last year's event was presented to the board.

5) H1TA Update:

- a) LFA update. Marketing is a little soft, but revenue is up. TOT through March is up from 2025. Highway 1 is finally open, which gave San Simion a boost 38% from January, bringing the quarter up by 26.5%. Cambria was up 10% in the quarter and H1TA is up 7%, as a whole. Previously we were tracking downward, so the turnaround is significant. This is good news for the 26/27 budgets. The last H1TA meeting focused on all the new budgets and new initiatives. H1TA is also working to renew the 89 district. At the Feb 10 BOS meeting was very successful, reviewing the survey results and the supervisors supporting the transition to a 94 district. Next there will be a petitions drive with a steering committee to oversee the effort. The petition will accept wet and digital signatures. They are working on the packet and tool kit. The petition will be based on the weight of the contribution of the property. Getting the hotels on board with the petition will be very important. Also, important to get the signatures of VR owners or management representing the owners. The goal to have the petition done and to the supervisors so by the end of the year we can dissolve the 84 district and go forward as a 94 district for the next 5 years. The year-end report is available on the member site along with a summary. Tourism shows to be a valuable source of revenue to the county, making up 10% of the county GDP. Since the inception of the CBID, TOT has grown by 183% even though only one new hotel has been added to the inventory. Marketing works. The website had 14M sessions, the database surpassed 150K. Notably we were mentioned as one of the world's best places in 2026 in Time Magazine. A Code of Conduct has been adopted to

bring stability to the local fund areas. It will promote civil discourse, ensure productive meetings and protect the integrity of the local government.

- b) **Music Road Trip App a LFA imperative.** A new app has been developed. The idea behind it is, when traveling you can find live music, restaurants and hotels in the area you are visiting. The Developers are inviting tourism boards to buy in on the app. A key chain with the QR code to download the app was distributed.

- 6) **Financials:** Danielle: VLOBs percentage of TOT is at 4.3%, the highest we have ever been. Report up to March shows we have an overspend of \$1300 which is not bad. We are doing really well not spending the carryforward. April was a good month, so it most likely looks for us. So, by the end of June the \$1300 will even itself out. Next budget is flat and a carryforward is just under \$17,000.

7) Action Items

- i. **Discuss and vote on Admin contract.** The new contract amount is \$7,680.00, a little higher due to some projected business expenses. VOTE: Curtis motions to approve 2026/27 Admin contract amount \$7,680.00, Jamie 2nd. All in favor - MOTION PASSED
- ii. **Discuss and vote on marketing proposal.** It is comparable to last year's contract, including social media, newsletter, LFA imperatives, making sure the website stays up to date, and continue to grow the newsletter mailing list. Advertising has been great for lead ads help grow the mailing list. Hard costs are a little higher because MailChimp had a price increase. The total contract for the year is \$34,560. VOTE: Curtis motions to approve the marketing contract for \$34,560, Jamie 2nd. All in favor - MOTION PASSED
- iii. **Discuss and vote on 2026-27 budget.** The original budget was set at \$77,390.00. the board discussed removing the cost of rebranding and printing bag, bringing the new budget total to \$66,890.00 VOTE Jaime motions to approve the budget amount of \$66,890 without the rebranding and printing bags. Curtis 2nd. All in favor - MOTION PASSED
- iv. **Discuss and vote on CCSPA Butterfly Ball sponsorship.** CCSPA presented an application for this years Butterfly Ball. The presented a marketing strategy and the benefits of the fund raiser. Their ask is \$500. VOTE Jaime motions to approve \$500 regardless of the previous payment, Curtis 2nd. All in favor - MOTION PASSED
- v. **Discuss and vote on CCSPA application.** See Consent item 3. The payment of \$500 to CCSPA to be allocated to restoration of habitat (fencing) County Parks paid for the fence therefore the \$500 will be used for printing educational material. VOTE Jamie motions to approve the \$500 to go towards printing, Curtis 2nd. All in favor - MOTION PASSED
- vi. **Discuss and vote on meeting dates for rest of the year.** Question is; there is a June meeting scheduled, does the board want cancel that meeting since they met in May? Oktoberfest is coming up and we need to discuss and vote on that sponsorship. Board agrees the meeting in June is necessary. Schedule will remain the same. NO VOTE.

8) Reports

- a) **CCSPA: Sierra:** CCSPA recently received a lot of coverage for their 50th anniversary in various publications. Despite the economy, the nature stores are doing well. They have lots of programs going to educate the public on conservation and stewardship. The Ranch house recently had some roof leaks repaired. Further renovations are in upcoming plans.
- b) **Beautification and Outreach: Jamie:** Barry, a resident, was here (see public comments) to discuss beautification of the Baywood Pier. It was nice to hear that the community cares.
- c) **Marketing: Danielle:** CrowdRiff stories on Visit California have ended and now we are using the video gallery on Visit California website. It is nice that we will have content on the direct page. FB continues to grow and has been very active. INSTA followers have also grown, increasing by 160 followers in 2 months. Newsletter has a higher-than-average open rate. Next newsletter will be out in June. The email funnel continues to

bring us new people. We have had 1671 new people in the last 2 years, which is a lot. Ad budget is low but our click through rate is great. Lead ads are performing well.

- d) Events: No report
- e) Chamber of Commerce: Jim; they have a new president and a new member Kenny Frank and the president of the Garden Club. At the next meeting Jim will bring booklets for the Taste of Los Osos. Purchase a booklet for \$40 and receive discount at 20 participating restaurants. The chamber has added a new category of membership for local artisans to join. They are encouraging local artist to feel welcome at Chamber events. He will be coming back with an application for funding for Oktoberfest.
- f) Vacation Rentals: no report

9) Future Discussion/Action Items

- A. ECOSLO clean up project
- B. Celebrate Los Osos proposal for lights and banners along 2nd st.
- C. Music Road Trip App

10) Closing statement:

11) Next Visit Los Osos/Baywood Meeting

Date: June 16, 2026

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

12) Adjournment

Meeting adjourned at 11:52 am