

Visit Los Osos/Baywood

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

Draft Meeting Minutes

Tuesday 6/16/26

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
Paul Irving, BigBigSLO
Lou Dubnow, Back Bay Inn

Absent: Pandora Karner-Nash (excused)

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

2) Public Comment:

- a) Jamie: Update on tourism in general – international visitors attending World Cup games in US cities show us what tourism is really about – sharing between cultures and having fun.
- b) Lou Dubnow from the Back Bay Inn introduced himself, saying he’s been GM for 8 months now and is happy to be here. Lou is working on adding amenities and improving the gardens, though a return to Beer on the Pier is unlikely.
- c) Paul: Tuesday June July 28 is the Festival Mosaic Boatzart on the Baywood Pier: free 4 to 6 PM listen to the Festival Brass music from the water. On September 6 Labor Day Sunday (and Paul’s birthday), the Baywood Lighted Boat Parade with music from 5 to 9.

3) Consent Items:

Jamie motions to approve 5/12/26 minutes; Curtis seconds; All in Favor, MOTION PASSED.

4) Presentations:

- a) Jim from the Chamber: Oktoberfest is October 25th, starting early with the Fun Run and lasting all day with music, food and fun for the whole family. Vendors and sponsorships to take care of expenses so the Chamber can raise money for operating expenses the rest of the year. Many travelers come from out of town, mostly the valley. They project that the event will result in 21 room nights.
- b) Paul presented his proposal for the 2027 calendar sponsorship combined with photo usage throughout the year for a total of \$2,000.

5) H1TA Update:

- a) TOT is up 36% year-over-year in April due to the Highway 1 reopening - in San Simeon TOT increased 42%.
- b) At the May 19 BOS meeting the 89 District was approved, but the BOS wants input into how funds will be spent within the 94 District, so they delayed the petition launch. This effort started in January 2025. Cheryl reminded the board that the strategic use of carryforward funds during COVID-19 and the three-year Highway 1 closure ensured our district stayed open and fully functional. We were the only district that maintained its full marketing presence throughout these crises based on the availability of these carryforward funds, a decision that has yielded significant positive results for all of the H1TA unincorporated communities.
- c) 55% of vacation rental licenses have zero rent, which shows that people are holding licenses to keep others from getting them. Board discussed their interest in having Jim Dantona attend a future VLOB meeting.
- d) There has been great PR lately - Travel & Leisure, FODORS, LA Times magazine.

- 6) **Financials:** Danielle: VLOBs percentage of TOT is at 4.3%, the highest we have ever been. Income in April and May was higher than last year, so we are spending less of our carryforward than projected.

7) Action Items

- i. **Discuss and vote on Chamber Oktoberfest Sponsorship.** The application requests \$2500, but we have \$500 budgeted. VOTE: Jamie motions to approve Oktoberfest sponsorship of \$500; Curtis 2nd. All in favor - MOTION PASSED
- ii. **Discuss and vote on Paul's Calendar and photo proposal.** We will get 100 calendars, have our information on the inside back cover and receive a minimum of 2 photos a week to use in our marketing efforts. VOTE: Jamie motions to approve proposal for \$2000, Curtis 2nd. All in favor - MOTION PASSED

8) Reports

- a) **CCSPA:** Sierra: No Report
- b) **Beautification and Outreach:** Invite Kendra to the next meeting and talk to ECOSLO about the Creeks to Coast cleanup and see if they can focus on the Cow Bear area. Curtis and Lou will talk about the streetlamps on the Back Bay Inn side. The Bear on S. Bay Blvd. over Los Osos Creek is being moved as they do work on the area, but he will be put back when the work is complete.
- c) **Marketing:** Danielle: We are posting short videos directly to our assigned page on Visit California. Social media channels are very active and growing at about 40 new followers per month. The next newsletter will go out next week – Danielle is planning to go around town after the meeting and take some photos.
- d) **Events:** See Paul's opening comments
- e) **Chamber of Commerce:** Jim: There are 3 new volunteers manning the office. Planning for Oktoberfest is starting earlier than ever, partly due to the application that was just approved.
- 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
- D. New Board Members

- 10) **Closing statement:** Thank you to Lou for being here today. We're happy to have you and hope you join as a board member. Thank you to Curtis for hosting us.

11) Next Visit Los Osos/Baywood Meeting

Date: August 18, 2026

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

12) Adjournment

Meeting adjourned at 11:28 am