

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

Draft Meeting Minutes
Tuesday October 6, 2026
Baywood Inn, 1336 3rd Street, Los Osos

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Christine Rizzo, Assistant to Admin
Maggie Juren, Applicant for board
Janelle Eagle, Applicant for board

Absent: Curtis Armstrong, Baywood Inn (Vice Chair)

1. **Call to Order:** By Chair Jamie Wallace at 10:04 a.m.
2. **Public Comment:**
 - a. Jamie: Update on tourism in general travelers seem to be visiting but staying for shorter times. The economy or political climate may be affecting tourism. With midterm elections coming and possible El Nino storms we are being cautiously optimistic for winter. The central coast has always been a resilient destination even in trying times.
3. **Consent Items:** Approval of minutes from 6/16/26 meeting. Pandora wasn't at that meeting and Curtis is absent. **Vote Postponed**
4. **Presentation:** NONE
5. **CBID/H1TA Update:** As Cheryl is absent, Danielle reviewed the copy of the Local Fund Summary for Oct 2026 that was given to the board in their packet. TOT is up \$20K from last year. A reminder of the policy of absences for board members was included. An updated schedule of how the 1994 formation is moving ahead. By November 17 there should be a BOS public hearing for the proposed change.
6. **Financials:** Danielle: The budget through August looks good. TOT was 3.27% up \$3k from July. The Music Roadtrip app that was previously budgeted \$2000 has been discontinued. The \$2k has been put back in the budget.
7. **Action Items:**
 - a. **Discuss and vote on Maggie Juren's Board application.** Maggie introduced herself. She and her husband own two vacation-rental property management companies, with an office in Morro Bay, and live in Los Osos. Maggie previously served for two years on the Morro Bay TBID. The board asked about her tourism background and recognized the valuable knowledge and experience she would bring. MOTION: Pandora moved to approve Maggie's application; Jamie seconded. All voted in favor, and the **MOTION PASSED**.

- b. **Discuss and vote on Janelle Eagle's Board application.** Janelle introduced herself. She lives in Los Osos with her two children, works as a realtor, and operates an Airbnb in her home. Originally from Los Angeles, she has experience in several areas of tourism, including marketing, television production, and travel blogging and vlogging. After discussing her application, the board agreed that she would be a strong fit. MOTION: Pandora moved to approve Janelle's application; Jamie seconded. All voted in favor, and the **MOTION PASSED.**

8. 8) Reports

- a. **CCSPA:** NONE Sierra absent, but Danielle reported that the Butterfly Ball raised over \$90k for butterfly conservation, the most successful fund-raising event yet.
- b. **Beautification and Outreach:** Pandora, brought a printout of a new sign to be placed at the entrance of the business district. It's a colorful sign stating the Los Osos is a "Stress Free Zone". The sign was commissioned by Celebrate Los Osos. There was discussion of further beautification projects, such as continuing to upgrade lamp posts with banners. Weeding has been ongoing around the Cow/Bear statue.
- c. **Marketing:** Danielle: Visit California has given LFAs the ability to put our local videos on their pages. Danielle has uploaded videos but Visit CA has not updated yet. She will keep working on that. FB has 153 new followers since July. The most popular post garnered 69 link clicks for a Baywood Inn post. INSTA had 49K view up 230% and 63% of the views were non followers. Newsletter open rate was 77.6% with total subscribers 4588. Email funnel and map download is growing even with spending half of what we did last year.
- d. **Events: No formal report.** Discussed the upcoming Octoberfest. This weekend is Open Art Studio.
- e. **Chamber of Commerce:** NONE Jim absent
- f. **Vacation Rentals no report**

9. Future Discussion/Action Items

- a. SLO Botanic Garden future funding application
- b. Bag design and printing
- c. ECOSLO Clean-up project
- d. Marketing committee restart
- e. Celebrate Los Osos proposals for lights and banners along 2nd Ave.
- f. Adding Board members – possibly Paul Irving
- g. Community outreach event
- h. Update tourism letter for community outreach

10. Closing statement: none

11. Next Visit Los Osos/Baywood Meeting

Date: December 15, 2026

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

12. Adjournment

- a. Meeting adjourned at 11:37 am