



**Visit Los Osos/Baywood**  
(Los Osos/Baywood Park/uninc. Morro Bay Local Fund Advisory Board)

**Meeting Agenda**  
Tuesday, January 24, 2017  
9:00 a.m. – 10:30 a.m.  
Location: Sea Pines Golf Resort

- 1. Call to Order**
- 2. Public Comment(s)** *(Please limit to 3 minutes)*
- 3. Consent Items**
  - a. Approval of 11/22/16 Minutes
- 4. CBID Update**
  - a. Local Fund Stat Summary
  - b. Brand Marketing Summary
  - c. CDS Toolkit details
- 5. Financials**
- 6. Action/Discussion Items**
  - a. Discussion and Vote for Approval – Ongoing MailChimp funding
- 7. Committee Reports**
  - a. Beautification and Outreach
  - b. STP Liaison
  - c. Cow Parade
  - d. CCSPA
  - e. Events and Marketing
    - i. Paul Irving marketing update
- 8. Future Agenda Items/New Business**
  - a. Marketing evaluation results
- 9. Closing Comments**
- 10. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, February 28, 2017  
Time: 9:00 a.m. – 10:30 a.m.  
Location: Sea Pines Golf Resort
- 11. Adjournment**

*Establish Los Osos/Baywood Park as a memorable California destination for visitors seeking natural beauty, abundant outdoor activities and an "off the beaten track" experience*