



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

Meeting Agenda
Tuesday, February 28, 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 1/24/17 Minutes
- 4. Presentation** *(Please limit to 10 minutes)*
 - a. Tom Halen – SLO Cow Parade (update)
- 5. CBID Update**
 - a. Local Fund Stat Summary
 - b. SF Chronicle/Gate Co-Op
- 6. Financials**
- 7. Action/Discussion Items**
 - a. Discussion and Vote for Approval - Facebook Boosts/Advertising/Digital Advertising Budget
- 8. Committee Reports**
 - a. Beautification and Outreach
 - b. STP Liaison
 - i. Spring Workshop date
 - c. Cow Parade
 - d. CCSPA
 - e. Events and Marketing
 - i. Paul Irving marketing update
 - ii. Reusable tote bag update
- 9. Future Agenda Items/New Business**
 - a. Marketing evaluation results
- 10. Closing Comments**
- 11. Next Visit Los Osos/Baywood Meeting**

Date:	Tuesday, March 28, 2017
Time:	9:00 a.m. – 10:30 a.m.
Location:	Sea Pines Golf Resort
- 12. 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