

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

**Meeting Minutes**

January 24, 2017 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Alex Benson, Baywood Inn (9:18 a.m.)  
Pandora Nash-Karner, Vacation Rental Owner  
Denise Robson, Vacation Rental Owner  
Gary Setting, Sea Pines Golf Resort (Chair)  
Steve Vinson, LOBP Chamber of Commerce  
Jamie Wallace, Cal Poly

**Others Present:**

Laura Albers, CCSPA  
Paul Irving, Big Big SLO Marketing

**Absent:** Bill Lee, Back Bay Inn (unexcused)

**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
  2. **Public Comment:**
    - a. Celebrate Los Osos has a new brochure, which Pandora distributed.
    - b. Cheryl mentioned that the County Beautification Infrastructure Grant applications should be available next month.
    - c. Cheryl received an e-mail from the California Marine Sanctuary Foundation and Ocean Protection Council. They have a grant available for marine protected area signage.
    - d. Dr. Christina Grimm is the new Chamber president.
  3. **Consent Items:**
    - a. Approval of 11/22/16 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the November 22, 2016 meeting as written with no additions or corrections. Jamie Wallace seconded the motion; motion carried.
  4. **CBID Update:**
    - a. Local Fund Stat Summary: Facebook videos targeting millennials and boomers have been created and received over 77,000 views. Website view goals have been surpassed, with a 13.4% increase year over year.
    - b. Brand Marketing Summary: The "All Roads Lead to Roam" Fall/Winter campaign has launched, with a \$5,000 giveaway. The website has been revamped and Cheryl encouraged everyone to view their area's destination page. Cheryl reminded everyone that all of the CBID tools are available for constituent's use.
    - c. CDS Toolkit details: The Coastal Discovery Stewardship celebration toolkits were distributed to all lodging properties. The film at Hearst Castle is being well attended and the Whale Trail dedication occurred on January 20<sup>th</sup>. Promotion of the celebration and packages are encouraged.
  5. **Financials:** The July through November collection was 2.78%. The current budget report was reviewed.
  6. **Action/Discussion Item:**
    - a. Discussion and Vote for Approval – Ongoing MailChimp Funding: Per previous board discussion, it was decided that an e-newsletter would be created and sent out quarterly. The more subscribers, the higher the cost. The current cost is \$50/month for 3,800 subscribers, although that number will increase, as there are approximately 2,000 new e-mail addresses that were obtained through the CBID destination focus e-blast. Paul recommends \$200 for a one-time blast, which will allow up to 10,000 e-mail addresses. Alex Benson made a motion to allocate \$800 for MailChimp, as an annual expense (\$200/quarter). Jamie Wallace seconded the motion. Discussion: should be incorporated into larger

picture and coordinating messaging and content to look forward – giving guest benefit of region. Content will be collective effort with board input. Motion carried.

**7. Committee Reports:**

- a. **Beautification and Outreach:** Pandora stated that the pier has been painted, although additional funding is still needed. Celebrate Los Osos will be applying for the County Beautification and Infrastructure Grant to refurbish the red barn.
- b. **STP Liaison:** Paul and Laura have briefly discussed activities at Montaña de Oro and the Morro Bay State Park during the Stewardship/Earth Day weekend. Cheryl suggested a guided, interpretive walk to the Whale Trail sign. Cara O'Brien is considering moving the sign to a more convenient location on the bluff trail. The location coordinates will be on the Whale Trail website as well as an app that is yet to be created. The next newsletter will be sent out in late February to promote the weekend; Paul will provide a copy to review and approve at the next meeting. Central Coast Concerned Mountain Bikers are hosting a trail restoration day at MDO on Super Bowl Sunday; Paul will promote it on social media and Cheryl mentioned it will be mentioned in the SF Gate article. Paul will connect with them to create a stewardship activity for that weekend.
- c. **Cow Parade:** The fundraising campaign has successfully raised \$4,716.46 with an overall goal of \$5,500. Any funds raised over the goal will go to the owner (who will need to be identified after the auction) for any needed repairs in the future. Pandora has reached out to the Cow Parade and informed them that the funds have been raised to purchase Udderly Osos. Melissa will invite Tom to the February meeting.
- d. **CCSPA:** 2016 was a big transition year for the organization. The total gross revenue was higher than ever before due to retail and firewood sales and membership dues. The organization is now beginning to look into events for fundraising and outreach. A staff member attended the Stewardship workshop. The Mind Walks Lecture Series are taking place on Monday mornings (January through March) for \$3/lecture at the Morro Bay Vets Hall. All adventure hikes are posted as events on their Facebook page.
- e. **Events and Marketing:**
  - i. **Paul Irving marketing update:** The Pocket Planners have been published and distributed to lodging properties, local Chamber offices (Los Osos/Baywood, Morro Bay, and Cayucos), SLO Visitor's Center, Natural History Museum, and the Spooner Ranch House. They are also available weekly at the Farmer's Market. A digital banner has been posted on Highway1DiscoveryRoute with an active link to a soft version of the planner. Paul is working with Jamie Lewis, a travel writer, on a feature article on Baywood for Sunset Magazine which will hopefully come to light. A couple of lodging properties have packages available for the Coastal Discovery and Stewardship celebration that are being promoted. There will not be a JuneFest in 2017, but a significant effort is being made for BayFest, which is tentatively scheduled for September 10<sup>th</sup>. Montana De Oro is the ultimate location for mountain biking available, with good weather year around. It was suggested that a journalist from a cycling publication be reached out to; have a mountain biking event hosted; and focus on cyclists when target marketing.
  - ii. **Reusable tote bags:** Two potential versions were reviewed, with sample artwork shown being based on a 13x15 bag. Discussion followed on what to include on the bags (Facebook, Cow Bear, reasons for people to come and visit). The market needs to be identified - what do they want and what will drive them here? Production will take 6-8 weeks. Jamie, Pandora, and Denise formed a committee to go over further details to present to the board at the next meeting. There may be potential interest in sponsorship through Alex and/or the Chamber.

**8. Future Agenda Items/New Business:**

- a. Marketing evaluation results review (February)
- b. Facebook Boosts/Advertising/Digital advertising budget (February)
- c. Tom Halen – Cow Parade (February)

**9. Closing Comments: None**

**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, Los Osos

**11. Adjournment**

Adjourned at 10:59 a.m. (Jamie, Pandora)