

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

**Draft Meeting Minutes**  
February 28, 2017 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Alex Benson, Baywood Inn  
Pandora Nash-Karner, 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  
Tom Halen, SLO Cow Parade  
Paul Irving, Big Big SLO Marketing

**Absent:** Bill Lee, Back Bay Inn (excused) and Denise Robson, Vacation Rental Owner (excused)  
**CBID:** Shirley Lyon

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1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
  2. **Public Comment:**
    - a. None
  3. **Consent Items:**
    - a. Approval of 1/24/17 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the January 24, 2017 meeting as written with no additions or corrections. Jamie Wallace seconded the motion; motion carried.
  4. **Presentation:**
    - a. Tom Halen – SLO Cow Parade Update: The Auction will take place on Saturday, May 6<sup>th</sup> at 2:00 p.m. at the Oyster Ridge, a new venue in Santa Margarita. Online, live, and silent auctions will be available. The top 10 cows with the highest number of online votes will automatically go to auction. Tickets will go on sale March 1<sup>st</sup>, with 3 levels of tickets: \$1,500 for a table that seats 10, \$120 for individual VIP, and \$99. Concern was expressed regarding the high ticket prices. Sponsors will also receive tickets, 2 per each cow sponsored. Tom congratulated the board on the community fundraising success for keeping Udderly Osos. He also spoke with Cow Parade Corporate regarding keeping a semi-permanent exhibit. SLO County has the mapping mechanism benefit, so the map can include those that are still in the County. Once cows find their permanent homes, no new maps will be printed due to financial restrictions. Local bidders will be encouraged to keep their cow(s) on public display to benefit the community. Pandora suggested that if there are a high number of local cows kept in the area, SLOCAL and other sponsors could be asked to print a new map; Tom stated that 14 have been pre-purchased so far. Dave Doust met someone from Switzerland at the launch, who came just for the launch and there were several others who attended from across the country. Unfortunately, there is no check-in process or way to track visitors. There has been lots of digital advertising with Niche Plus and print advertising in the LA Times and SF Chronicle. The focus was on an in-state drive market, as Cow Parade corporate includes SLO on their website for international and national attention. Tom suggested lots of social media attention and the consideration of purchasing an additional cow to drive visitors. Celebrate Los Osos would like to present a big check to the Cow Parade on May 13<sup>th</sup>, at the Cow Bear in Baywood, and get some press to attend.
  5. **CBID Update:**
    - a. Local Fund Stat Summary: Gary has attended the CBID strategic planning sessions discussing their vision, mission statement, and overall direction for the future. Facebook videos had 256,000 views in January and there was an 11,000 increase in fans. An Instagram takeover resulted in a 47% increase in followers.

The closure of Highway 1 was briefly discussed and Shirley stated that the CBID will be working with SLOCAL to direct that effort. New TOT figures will be available at the next meeting.

b. SF Chronicle/Gate Co-Op: The article was reviewed. Alex was curious as to what the actual size was.

c. The next CBID board meeting is scheduled for Wednesday, March 22<sup>nd</sup> at 12:00 p.m. at the Apple Farm.

6. **Financials:** The July through December collection was 2.81% with a net income of \$4,957. The current budget report was reviewed.

7. **Action/Discussion Item:**

a. Discussion and Vote for Approval – Facebook Boosts/Advertising/Digital Advertising Budget: The amount will be determined by the board on how much they would like to spend and then how to best use those funds. Paul will discuss further under marketing update.

8. **Committee Reports:**

- a. **Beautification and Outreach:** Morro Bay State Park Campground is hoped to re-open on March 7<sup>th</sup>. Some trees were lost throughout Los Osos and Baywood, but no major damage was reported. Bill has a plan of replanting trees along 1<sup>st</sup> Street. Celebrate Los Osos will be applying for the County Beautification and Infrastructure Grant to paint the red barn and add a hand-carved sign; replace the bell in the schoolhouse; create and install an interpretive sign on Pasadena about the bay, its history, and human impact; and replacement of a Coastal Access sign in Baywood. A notice regarding the Sahara Mustard project will be included in the monthly water bills to inform residents, and it is hoped that a large group will be gathered to help pull the mustard. Unveiling of the two new benches will take place this Saturday, March 4<sup>th</sup> at 10:00 a.m. CCSPA is applying for two projects through the County Grant program as well, with one being at Montana De Oro, although Laura doesn't have the information available on hand as the State Parks interpreter is taking the lead.
- b. **STP Liaison:** Follow up notes from the December workshop were distributed. Stewardship weekend is taking place April 21<sup>st</sup> through the 24<sup>th</sup> with a guided hike through the Elfin Forest, the Earth Day celebration at El Chorro Regional Park, a presentation at the Spooner Ranch House and guided tour at the Bluff Trail with option to extend to the Whale Trail sign, and a presentation on migratory birds at the museum followed by a hike to the rookery. Cuesta Inlet cleanup was added as a Saturday morning event from 9:00 – 11:00. A page on the website will be dedicated to the weekend with a registration link. The draft press release will be sent to Di and Katie and once finalized, Di will send out.
- i. **Spring Workshop Date:** The date was set for Monday, May 8<sup>th</sup> from 11:00 a.m. - 12:30 p.m. at Sea Pines. Workshop will include scripts for front desk employees.
- c. **Cow Parade:** There is \$202 left to be raised, as GoFundMe charges a 10% fee. An owner with insurance is still needed, but Bill said he may be able to temporarily cover the Cow Bear until ownership changes. Discussion followed regarding the Chamber possibly being the full owner, however, that may still be up in the air – details need to be confirmed; however, the permanent owner will receive \$1,000 as a maintenance fund. The committee will work on marketing. Whoever requests use of the cow bear will need to coordinate and cover travel expenses.
- d. **CCSPA:** Montana De Oro seems to be in good shape after the recent storms. The museum was closed for 4 days, but is now open. Mind Walks vouchers for guests (through March) and museum entrance tickets were discussed. If any local groups or lodging facilities would like to fund attendance for their guests for Mind Walks, just e-mail Laura and CCSPA will bill at month's end. Paul is working with Brook at State Parks to work on museum entrance vouchers. CCSPA will be hosting the Wild and Scenic Film Festival and will select from over 200 films based on conservation, nature, activism, adventure, etc... No date has been confirmed yet, although it will take place sometime in the summer. The keynote film will be shown at the Fremont on a Saturday and the days preceding and following will include smaller venues at the coast and in South County. CCSPA will be looking for sponsors and cross marketing.
- e. **Events and Marketing:** Paul met with Foothill Cyclery, who has put together a fleet of 14 mountain bikes that are available to rent and be delivered to Montana de Oro. A targeted marketing campaign geared to mountain bikers was suggested. Laura suggested linking trail rides with trail maintenance, which can be coordinated through CCCMB. The Paddle Boarding Co. is starting to do events and SUP races. Paul created an Instagram page, which will embed feed on the website. The e-mail newsletter will focus on

stewardship weekend, an events calendar, mind walks, adventure with nature, and the H1DR \$5,000 giveaway. Junefest at the Back Bay Inn will take place on Sunday, June 11<sup>th</sup>. A new event, the Baywood Lighted Boat Parade and Floating Art Show, is scheduled for September 30<sup>th</sup> from 3:00 to 9:00 (approximately). This will include an art show of Los Osos and Baywood artists by the Labyrinth at the Back Bay Inn, about 300 floating sculptures on kayaks with lights, and a floating music stage (Lost Isle). The event will tie in to the Open Studios tour and Arts Obispo. Alex suggested a contest and volunteered to donate a room to the best kayak.

- i. Paul Irving marketing update: Paul provided a 2017 Marketing Plan and reviewed the objectives, which include starting a quarterly blog in addition to maintaining the website; social marketing program, ads, & creative (decide on a budget to promote engagement and followers); pocket planner: being well received and approximately 10,000 have been distributed to hotels, the Morro Bay and Cayucos Chambers, SLO Visitor Center, California Welcome Center in Pismo Beach, advertisers' locations, Spooner's ranch house, and the museum; explore potential co-op opportunities; create strategic partnerships (CCSPA, Foothill Cyclery, etc...); email marketing (quarterly newsletters); and events. Areas of focus for marketing content were also reviewed, along with a content calendar, marketing partners, and media plan. Paul would like to create a statistics report to provide at board meetings.
- ii. Reusable tote bags: The committee met and draft artwork was reviewed. Production will take about two months. The board previously approved \$3,000. The cost for 2,500 bags would be \$4,475 + a \$500 setup fee and shipping, which has not yet been determined. It was decided that the bags will be given away at lodging facilities, Montana De Oro, and the Chamber of Commerce, so that the bags would be given to visitors, not locals. The remaining unfunded amount is \$1,975. While additional funding was offered from lodging properties and the Chamber, it was stated that all lodging constituents would need to be offered the opportunity to participate. Also, a group would have to be designated to collect the money from additional sponsors, who would need to write a check to the bag company. A simpler and more efficient option would be for VLOB to provide the additional remaining funding. After discussion, Alex Benson made a motion to approve an additional \$2,500, for a total not to exceed \$5,500, to fund the purchase of 2,500 bags, with the removal of all individual logo sponsors and Visit Los Osos/Baywood being the sole sponsor. Jamie Wallace seconded the motion. Discussion: Pandora will find out what the shipping costs will be. Montana De Oro, Highway 1 Discovery Route, Visit Los Osos/Baywood, Stewardship, and all VLOB social media logos will all be included. Motion carried.

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

- a. Marketing evaluation results review
- b. Marketing Proposal feedback
- c. Cow Bear decals

**10. Closing Comments: None**

**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, Los Osos

**12. Adjournment**

Adjourned at 11:30 a.m. (Jamie, Alex)