

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

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

Board Members Present:

Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce
Jamie Wallace, Cal Poly

Others Present:

Paul Irving, Big Big SLO Marketing

Absent: Alex Benson, Baywood Inn (excused), Bill Lee, Back Bay Inn (unexcused), and Pandora Nash-Karner, Vacation Rental Owner (excused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
 2. **Public Comment:** None
 3. **Consent Items:**
 - a. **Approval of 2/28/17 Minutes:** Jamie Wallace made a motion to approve the Minutes of the February 28, 2017 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried with Denise abstaining, as she was not present.
 4. **CBID Update:**
 - a. **Local Fund Stat Summary:** There was an average of 1,800 website views per day. The two campaigns seem to be doing well.
 - b. **Video Links:** New videos are available for constituents' use.
 - c. **Highway 1 Closure – SLOCAL Incident Communication Plan Overview:** Visit SLOCAL has been visiting lodging properties and providing them with "scripts" for front desk reservationists to explain that guests are still able to access the area. Several links are available for those concerned with cancellations. A North Coast Highway 1 strategy meeting will take place on April 11th in Cambria. The ultimate goal is to inform international visitors that only a small section of the highway is closed.
 - d. **TOT Report by area/lodging type:** A TOT report was provided that runs from the 2011/2012 fiscal year to date that reports collection by area and lodging type.
 - e. The next CBID board meeting is scheduled for Wednesday, April 26th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** The July through January collection was 2.7% with a net income of \$926.18. The current budget report was reviewed.
 6. **Committee Reports:**
 - a. **Events and Marketing:**
 - i. **Paul Irving marketing update:** Paul has started a stat report, which shows that the Facebook page has 1217 fans, with 65 new fans obtained over the past 30 days. The reach is 8,022, with 3,706 post engagements, and 3,138 video views. The Instagram account has 182 followers, with outreach occurring to flying destinations to and from the SLO airport (Seattle, Phoenix, Denver, etc...). There were 313 unique visits to the website, with 50% going to view the webcam (a complimentary banner ad has been added to Surfline's website) and the "Stay" page being the second most visited section. It was mentioned that Pandora feels that the Cow Bear is not being promoted enough, so Paul came up with a SUP race/fun paddle promotion with Cow Bear trophies and a Cow Bear theme to attract participants, spectators, and visitors.
 - ii. **Events:** The Stewardship weekend page is online with multiple activities taking place over the weekend. Lodging properties are encouraged to promote the event; Paul will create a pdf flyer

for distribution. Sea Pines Concerts on the Green will begin on May 13th; Baywood Mondays will continue at La Palapa for now and then will likely move to Bill's new restaurant, which is scheduled to open April 1st; there will be no Junefest in 2017; Bayfest will take place on September 10th; and the floating art show will take place on September 30th.

iii. Reusable tote bags: It was encouraged to discuss the tote bag distribution with Di and give them to guests at stewardship locations (ranch house, natural history museum, etc...). It was asked that a sample bag with the image be requested so the board knows what quality to expect; the board agreed to the artwork as presented. It was suggested that the bag include handouts, such as the pocket planner, loop map, wildlife tips, etc... Paul will set 1,000 planners aside to include in bag distribution. Paul volunteered to stuff and distribute the bags once available.

b. Beautification and Outreach: No report at this time.

c. STP Liaison:

i. Spring Workshop Date: The workshop is scheduled for Monday, May 8th from 11:00 a.m. - 12:30 p.m. at Sea Pines and will include scripts for front desk employees on how to encourage participation in stewardship activities.

d. Cow Parade: It was discussed that the board is not responsible for marketing of the Cow Bear, as it may not meet the mission of putting "heads in beds". Although it is great to include in general marketing due to its unique characteristic, such as inclusion in the pocket planner and on the tote bags. Two complimentary tickets to the auction are being given to each sponsor and it was decided that the board will donate the tickets to Celebrate Los Osos. They can give them to someone who donated as part of the fundraiser. The Cow Bear decal was discussed, as the Chamber decided not to fund them. It was decided that funding of production of the decals would not contribute to the mission of the board, as they would not bring visitors to Los Osos/Baywood Park, but rather from Los Osos/Baywood Park to the Cow Bear.

e. CCSPA: Laura was not in attendance, but hopes to have an update on the film festival in April.

7. Future Agenda Items/New Business:

a. Marketing evaluation results review: The results from the evaluation were reviewed, based on the three completed report cards, with the average result of "Meets Requirements". Discussion followed that some detail of what is expected of Paul should be put in writing, as this has never been done. Paul's time is the cost of his contract and no additional marketing expenses are included or budgeted for. Paul's great strength is in events, which can be promoted to put "heads in beds". Website maintenance, social media engagement, analytics, etc... may be better being run by a specialist in marketing, at the same budget of \$1,000/month with a split between advertising costs and their time. Paul could create an Event Promotion category, where he gives an estimate to create an event, approach the board, and work with a marketing company to promote the event and be retained for other things such as the development of the Pocket Planners, Stewardship weekend, etc... This discussion will need to be revisited after discussing with absent board members and Paul will be informed that the conversation will be continued.

8. Closing Comments: None

9. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, April 25, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

10. Adjournment

Adjourned at 10:41 a.m. (Jamie, Steve)