

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

**Draft Meeting Minutes**  
April 25, 2017 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Alex Benson, Baywood Inn  
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:**

Paul Irving, Big Big SLO Marketing

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

**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:11 a.m.
  2. **Public Comment:** Melissa reminded the board to not “reply all” on e-mails to prevent potential Brown Act violation.
  3. **Consent Items:**
    - a. **Approval of 3/28/17 Minutes:** Jamie Wallace made a motion to approve the Minutes of the March 28, 2017 meeting as written with no additions or corrections. Denise Robson seconded the motion; motion carried.
  4. **CBID Update:**
    - a. **Local Fund Stat Summary:** The “Roam” campaign concluded in March and the CBID is now preparing for launch of the spring campaign. The Shoreline Inn sold 160 mid-week packages during the Coastal Discovery and Stewardship celebration and Avila Inn sold 46 mid-week packages. The celebration will continue in 2018, participation in providing lodging packages is encouraged. The Highway 1 Discovery Route and the Whale Trail are now included on TripAdvisor. Let Melissa or Cheryl know if tools are needed for providing information to visitors on the Highway 1 closure, although it does not seem to affect Los Osos and Baywood as much as the northern areas.
    - b. **Review Revised Funding Application and Guidelines:** The Funding Application was revamped to ensure that events and projects are meeting the mission of the CBID. The changes to the Funding Application were summarized, some of which include: deadline in which application is submitted; encouragement that 50% of attendees be from out of the County; brand visibility; e-mail/data collection and sharing that information with the board, etc...
    - c. The next CBID board meeting is scheduled for Wednesday, April 26<sup>th</sup> at 12:00 p.m. at the Apple Farm.
  5. **Financials:** The July through February collection was 2.75%. The current budget report was reviewed and it was noted that Administrative Expenses and Marketing/Promotions are over-budget; however, the current income collection is up about \$3,000 compared to the same time in 2016.
  6. **Committee Reports:**
    - a. **Events and Marketing:** Paul distributed an April marketing update, destination pocket planners, and a May 2017 Adventures with Nature schedule. The April update with stats was reviewed: there are currently 1,228 Facebook fans, 245 followers on Instagram, and 5,177 e-mail subscribers. The list of upcoming events was reviewed. Beer at the Pier concerts are now taking place at the Back Bay Café. Alex requested Paul come to his lodging property and present an overview of activities and things to do for the lodging staff. Gary has reinvigorated the Tranquility Spa, which is offering massages, facial treatments, etc... - booking available on the Sea Pines website.

- i. Reusable tote bags: The bags are in production in China and are meant to be given to visitors for advertising and not to locals (other than photographers who shared their photos). They will be available at the Spooner Ranch House, the Chamber (Paul suggested the Museum of Natural History as well), and lodging properties. Melissa is working on getting e-mails for vacation rental owners and will notify them that bags are available for their guests. Gary volunteered to store the bags and open up a room and time frame for distribution for lodging properties and vacation rental owners. The Destination Pocket Planner, Loop Map, and Highway1DiscoveryRoute map will be placed inside the bags; Paul volunteered to stuff and distribute the bags. It will up to the lodging property to decide who they want to give bags to.
- b. Beautification and Outreach: The benches were installed, and there was a photograph and article in the Bay News about the Baywood bench. Restoration of the pier is requiring a larger budget than predicted. Projects applied for under the County Beautification and Infrastructure Grant include painting and repairing of the red barn with a permanent sign; an interpretive sign in Baywood off of Pasadena Drive; and Sahara Mustard removal. The Cuesta Inlet cleanup went really well, with 58 boats out of 300 boats not being in full compliance.
- c. STP Liaison: No tracking was available for participants and attendees to the Stewardship weekend, as all the activities were free. The ability to track the number of participants and visitors would be beneficial for this event in the future.
  - i. Spring Workshop Date: The workshop is scheduled for Monday, May 8<sup>th</sup> from 11:00 a.m. - 12:30 p.m. at Sea Pines. Di provided an Agenda for review and encourages board members to bring their front line employees. Paul will reach out and extend an invitation to Bill. RSVPs should be sent to Melissa.
- d. Cow Parade: The check handoff and official purchase will take place after the auction, on Sunday, May 7<sup>th</sup>. Celebrate Los Osos is purchasing the Cow Bear and giving to the Chamber. Pandora did ask that the marketing be revisited, as this group funded the cow bear and it will not put heads in beds unless it is promoted. Pandora encourages the purchase of the decals and that all constituents include promotion in their booking materials and guest communications. The board previously purchased 500 Visit Los Osos/Baywood decals, which don't seem very prevalent, so it is questioned as to whether or not businesses will put the decal up in their windows. It was decided that Pandora will deduct funding for the decals from the money raised and the Chamber will receive the remainder for maintenance. The cow bear should be included on the next production of the loop map, and Cheryl will add as a "Must See" on the next production of the H1DR route map. Pandora encouraged social media promotion, such as "take a selfie with the cow bear" sign at the location. Cheryl mentioned that for the next shoulder season, a connection with AJ Fudge would make sense as she is a big promoter of public art. Four tickets to the Cow Parade auction were sent to the board for being a sponsor and are being given to Celebrate Los Osos to give to either a donator of the fundraiser, the artist, etc..., but preferably someone who will bid on a cow.
- e. CCSPA: Laura was not in attendance, but sent an e-mail update on the Wild and Scenic Film Festival. The Festival will take place on three different nights at three different locations; a link with more information was included in the e-mail and further details are still being worked on. On Thursday, July 6<sup>th</sup>, the event will be held at the South Bay Community Center. Paul stated that Laura is considering moving Mind Walks to the South Bay Community Center on Mondays, which will add to the list of Monday activities.

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

- a. Michael Wambolt, SLOCAL (May)
- b. Marketing Conversation (requires complete board attendance)
- c. Board renewals: Denise Robson, Steve Vinson, Gary Setting, Alex Benson, and Pandora Nash-Karner

**8. Closing Comments:** Gary attended the Los Osos Community Advisory meeting and met a couple that is trying to get a vacation rental (minor use permit) through.

**9. Next Visit Los Osos/Baywood Meeting**

Date: Tuesday, May 23, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**10. Adjournment**

Adjourned at 10:49 a.m. (Alex, Pandora)