

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

Draft Meeting Minutes
June 8, 2017 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Bill Lee, Back Bay 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:

None

Absent: Alex Benson, Baywood Inn (excused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 10:04 a.m.
 2. **Public Comment:** None
 3. **Action/Discussion Items:**
 - a. **Marketing Discussion:** A sense of urgency is being felt that the board may not be doing what can be done and funds are not being spent as effectively as they could be. The board has a financial fiduciary to put "heads in beds" and it is felt that that goal is not being met. The Oceano/Nipomo board is the most comparable in regards to size and funding and their focus is on Facebook. Marketing has been a challenge for different reasons throughout all of the boards. Someone is needed to use the CBID promotions in a timely manner for overall effectiveness and use the tools provided. The board should identify a vehicle to market the area with great messaging through social media "on steroids". Each lodging facility should be highlighted; funds should be spent where they are most effective to promote the area and bring visitors here; a clear cut and consistent content calendar needs to be created; and out of area Facebook fans are needed. Paul has a great passion for Baywood and music, but it is felt that marketing is not one of his main focuses. The area is unique with wide open spaces, the bay, MDO, the golf course, no traffic, etc... and should be marketed to those who will enjoy it and come to visit and stay. Over the course of time, boards grow and their needs change, and VLOB is no different. It would be beneficial to have a third party marketing entity that has an objective point of view. Paul was hired due to his knowledge of the area and his skillset, but with the board's growth, elevation is needed. There is a clear consensus that Paul is a great asset for events, but a shift needs to take place in regards to marketing. The marketing tools available through the CBID and SLOCAL should be taken advantage of. VLOB should determine what the CBID is doing, what SLOCAL is doing, and then determine what the board can do to market this area to prevent duplication efforts and focus on what is not being done. The board needs to define what its needs are: Content Calendar for Social Media, Blogs, short videos, etc... and then find a content creator/curator who finds avenues to share those stories to for a small fee. The selling point is the outdoor experience that is in the area. People are coming to MDO, but are leaving after their visit – it needs to be figured out how to keep them here. Other marketing ideas discussed were putting a sign showcasing events in front of the Chamber, as it is on the way to MDO, and a billboard. Coordination of who would share the billboard, location, and cost would need to be determined.
 - i. **Objectives:**
 1. Define Paul's role: Paul brings value to the community with good energy; creates the event calendar; brings the relationship with State Parks and other entities and local

businesses; generates a local buzz (which can show the locals how tourism is beneficial to the community); and is great with the Stewardship Travel Program. How can Paul help the board accomplish the board's goal using his passion for music and events?

2. **Scope of Work:** Outline the marketing messaging and put a bid out to 3 marketing agencies. A scope of work and budget will need to be created; it was suggested that the board form a marketing committee – Pandora and Jamie will co-chair. The committee will begin to look at resources available and return with information to the board. Their first goal will be to define the scope and goals of what they would like to see achieved, as well as defining expectations and what can be accomplished within the budget.

4. Future Agenda Items/New Business:

- a. Board renewals: Denise Robson, Steve Vinson, Gary Setting, Alex Benson, and Pandora Nash-Karner
- b. Renewal of Scope of Services: Administrative Assistant
- c. SLOCAL discussion
- d. Discussion & Vote for Approval: Marketing Scope Discussion

5. Closing Comments:

- a. Pandora will be out of the country as of Saturday until August 1st.
- b. Bill invited the board to the Blue Heron on Sunday evening for a taste and introduction, with service at 5:30, 6:00, and 6:30. RSVP to Bill at 234-0463.

6. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, June 27, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

7. Adjournment

Adjourned at 11:22 a.m.