

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

**Draft Meeting Minutes**  
May 23, 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)  
Jamie Wallace, Cal Poly

**Others Present:**

Laura Albers, CCSPA  
Paul Irving, Big Big SLO Marketing  
Pam Roberts, SLOCAL  
Michael Wambolt, SLOCAL

**Absent:** Bill Lee, Back Bay Inn (unexcused) and Steve Vinson, LOBP Chamber of Commerce (unexcused)  
**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:03 a.m.
  2. **Public Comment:**
    - a. Denise distributed a copy of the article in the Tribune regarding Host Compliance, who is the company contracted by the County to investigate illegal vacation rentals throughout unincorporated San Luis Obispo County, including Los Osos. Pandora has spoken with Bruce regarding a specific illegal rental.
    - b. The newest landslide on Highway 1 may result in a two year closure of that portion of road.
  3. **Consent Items:**
    - a. Approval of 4/25/17 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the April 25, 2017 meeting as written with no additions or corrections. Jamie Wallace seconded the motion; motion carried.
  4. **Presentation**
    - a. Michael Wambolt and Pam Roberts, SLOCAL: Tools for assisting lodging properties in regards to the Highway 1 closure were distributed and reviewed; they were distributed to all lodging properties several months ago. SLOCAL hosted a FAM trip up to Ragged Point by going over Highway 46. Communication regarding open businesses and areas are ongoing. Pandora requested that a secondary map include Los Osos. The 2016-2018 Fiscal year marketing plan was distributed; a new marketing plan will be presented to the SLOCAL board for approval next week. SLOCAL markets to personas rather than demographics, with top markets being Los Angeles, Seattle, San Francisco, Phoenix, San Diego, and Las Vegas; the new marketing plan will include Denver as well. There were 500,000 visits to the website last month. SLOCAL is looking to add more robust sales to vacation rentals, as the want for this lodging type is growing, and any feedback from managers/owners on how to help market them is appreciated. Savor is going on the road to San Diego, Seattle, and Denver. The SLOCAL brand is starting to resonate and is easier to say than "Visit San Luis Obispo County". The Travel Trade Show Sales brochure was distributed (Los Osos not included on the brochure), and has been well-received. "Escape Marketing" should be pushed, to advertise a slower-paced environment and lifestyle rather than larger, busier areas like Santa Barbara and Monterey. As a TMD contributor, all lodging properties are members at no additional fee. Paul asked how the board can help SLOCAL market Los Osos and Baywood. Their new website, which should launch in September or October, should address the board's concerns about inclusion. Pandora mentioned that motels in Morro Bay and Avila Beach were listed under Los Osos/Baywood, which the new website will fix. Paul can provide additional general, event, and restaurant content to Pam to add to the website.

**5. CBID Update:**

- a. **Local Fund Stat Summary:** The Whale Trail FAM trip has provided a lot of press coverage and use by constituents is encouraged.
- b. **2016 Stat Summary Brief:** Highlights of the CBID marketing success were shown, which included an increase in e-newsletter subscribers by 59%; an increase of Facebook fans by 37% (nearly 80,000 currently); and an increase in web sessions by 17%. There were also 143 feature editorial placements. The full report is available for review on the members' site.
- c. The next CBID board meeting is scheduled for Wednesday, May 24<sup>th</sup> at 12:00 p.m. at the Apple Farm.

**6. Financials:** The July through March collection was 2.79%. It was decided that the percentages will remain the same for the 2017-2018 fiscal year budget, which will be presented at the June meeting. It was mentioned that it would be great to see how the funds spent are working to meet the mission of the board.

**7. Committee Reports:**

**a. Events and Marketing**

- i. **Paul Irving's Report:** Paul distributed the May Marketing Update, which showed 334 visits to the website and 653 page views. It was mentioned that no referrals were reported from the SLOCAL website. The board should try to be patient until the fall to see what changes are made on the website and in regards to Los Osos/Baywood, and then have further discussion. In the meantime, it was suggested that lodgers review their profiles and let Pam know if there are any changes or edits needed. Facebook fans are up 23%, with video views up 229%; Instagram has over 40 new followers. Once content is confirmed, a new e-newsletter will be sent out. Bill's restaurant, Blue Heron, has just launched their website and should open soon. The Events Calendar has been updated and is now available as a plug-in for anyone's website. Pandora requested that the Trip Advisor/Facebook/Website links be added to the listed vacation rentals on the website; Paul will add as soon as information is received. The Art Show at the end of September will act as a preview to the Open Studios Tour, featuring Los Osos artists' works. Paul asked if this could be the premier event of Los Osos/Baywood and should funding be allocated to market this event? Paul will approach the board with a completed funding application and the possibility of requesting matching funds from the CBID.
- ii. **Reusable tote bags:** Pandora has been working extensively with the bag company as the colors have been off. A new sample should be sent to Pandora shortly.

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

**c. STP Liaison:** The workshop took place in early May and the notes have been received from Di; Melissa will send to the board.

**d. Cow Parade:** The Cow Bear has officially been purchased, with press being received. The decals are currently being worked on. Pandora attended the auction and was disappointed, as there was no tent and it was windy and cold. About half of the attendees left prior to the auction. The venue was lovely, but the event was poorly put together. Celebrate Los Osos has communicated with the Chamber about officially transferring ownership.

**e. CCSPA:** The film festival will have to be rescheduled as the events coordinator has resigned. Mind Walks will be held on Mondays January through March and CCSPA is looking for new venue options. They are open to offers, but would need to be low cost and able to seat 200 people; referred to the Inn at Morro Bay and possibly half of the South Bay Community Center. Laura attended the Stewardship workshop and would like to have a committee formed to discuss a business/parks workshop to discuss potential partnership ideas, such as the 1% Plant It program or other types of established programs that have worked and will help support the parks. Laura will host a brainstorming session/meeting and will reach out to Melissa for help coordinating. The Summer Solstice event will take place at the Morro Bay campground from 11:00 a.m. to 2:00 p.m. on June 24<sup>th</sup>.

**8. Action/Discussion Items:**

- a. **Marketing Discussion (requires complete board attendance):** Due to time constraints, it was requested that a special meeting take place before June 10<sup>th</sup> for this discussion.

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

- a. Marketing Discussion (requires complete board attendance)
- b. Board Renewals: Denise Robson, Steve Vinson, Gary Setting, Alex Benson, and Pandora Nash-Karner (June)
- c. Renewal of Scope of Services - Administrative Assistant (June)
- d. SLOCAL discussion

**10. Closing Comments:**

- a. It was asked if members can vote by phone – will have to ask Cheryl.
- b. The Whale Trail sign was ripped out and thrown down the bluff, making it irretrievable.
- c. Pandora will be gone until August.

**11. 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

**12. Adjournment**

Adjourned at 11:10 a.m. (Jamie, Pandora)