

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

Draft Meeting Minutes
June 27, 2017 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Bill Lee, Back Bay Inn
Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce

Others Present:

Laura Albers, CCSPA
Paul Irving, Big Big SLO Marketing

Absent: Alex Benson, Baywood Inn (excused), Pandora Nash-Karner, Vacation Rental Owner (excused), and Jamie Wallace, Cal Poly (excused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:07 a.m.
 2. **Public Comment:**
 - a. The Blue Heron, Bill Lee's new restaurant, opened on Friday.
 3. **Consent Items:**
 - a. Approval of 5/23/17 Minutes: Bill Lee made a motion to approve the Minutes of the May 23, 2017 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
 4. **CBID Update:**
 - a. Local Fund Stat Summary: The "Roam" campaign evolved based on the Highway 1 Closure to "All Roads Lead to Roam", which collected over 11,000 new e-mails with close to a 20% open rate. The 1st Quarter TOT collection was down 16.4% throughout the CBID region, with Los Osos/Baywood being down 5.1%. The area's Rural Road Trip results were reviewed with 314,586 Facebook impressions and just over 1,000 e-mail subscribers. The CBID has been renewed with only two protests. "Beach Towns", a publication created through a partnership with the Tribune, contains a lot of H1DR and Stewardship Program content and has a distribution of 83,000 in Fresno.
 - b. 2016-2017 Co-Op Recap: Co-Ops were reviewed over the fiscal year, which included those in SF Gate, Alaska Air, Sunset, National Geographic, and BuzzFeed.
 - c. The next CBID board meeting is scheduled for Wednesday, June 28th at 11:00 a.m. at the Apple Farm.
 5. **Financials:** The July through April collection was 2.83%. The proposed 2017-2018 budget was presented and reviewed. Discussion followed regarding whether or not to accumulate the Long Term Capital Reserve funds year after year. The buildup of the reserves could contribute to infrastructure programs, although use of the County Beautification and Infrastructure Grant is encouraged, or can be used for additional co-op opportunities. The amount of the fund can always be altered in the future. Bill Lee made a motion to approve the 2017-2018 fiscal-year budget as presented with the modification that the \$10,000 Long-Term Capital Reserve fund not be carried over into the beginning balance, but set aside for future use. Steve Vinson seconded the motion; motion carried.
 6. **Committee Reports:**
 - a. Events and Marketing
 - i. Paul Irving Update: There were 427 visits to the website in May, up 5.4%, with 812 page views. Over 60 new Facebook fans were added as well as 50 new Instagram followers and there are currently over 5,100 e-mails in the rolodex. The upcoming events were reviewed and discussed. There are some art studios in Baywood who are interested in incorporating an "Art Walk" during Baywood Mondays. A volleyball event has been added to Bayfest, which started the discussion of the need for beach volleyball courts for tournaments. Paul is working with Arts Obispo to

promote the “Baywood Art Show and Lighted Boat Parade”, which will showcase a few pieces by artists from San Simeon to Los Osos to entice attendance of the Open Studios Tour and will have a target of 300 lighted boats. Paul decided not to complete a funding application for the event. There is already interest expressed in the event, which will take place from 3:00 – 9:00 on September 30th. Sea Pines is hosting an adult comedy show, “Hot August Nights”, on August 19th – tickets are \$10.

- ii. SLOCAL Discussion: Paul met with Pam Roberts to discuss how Los Osos and Baywood could be better promoted. Pam suggested that a mixer be hosted in Los Osos/Baywood to encourage membership (\$50 discount for new members – membership is \$400 annually). However, with all lodging constituents already being members, through their payment into the TMD, it was felt that the area and its lodging constituents should be well represented without the addition of other businesses as SLOCAL members. It was decided that the board wait until the new website is launched to proceed in discussion on what recommendations, if any, be given to SLOCAL on promotion of the area. Cheryl reminded the board that any updates made to lodging profiles on the H1DR website are automatically changed on the SLOCAL website as well.

- b. Beautification and Outreach: Alex was not in attendance; no report at this time. The Whale Trail sign is currently being manufactured, but no other details were available.
- c. STP Liaison: The May workshop notes and front desk script for speaking to guests were included in the board packet for review. Katie Sturtevant will be attending the July meeting to provide an update.
- d. CCSPA: The Wild and Scenic Film Festival is scheduled for September 28th through the 30th, with the screening in Los Osos on Saturday, September 30th. Laura mentioned she may reschedule due to the conflicting schedule of the Baywood Art Show and Lighted Boat Parade; Paul suggested the events ty together – Laura and Paul will discuss further. Brent Haugen is the new membership and event coordinator and will be able to contribute with outreach. 2018 Mindwalks will likely be taking place at the Morro Bay Vets Hall. The Summer Solstice Celebration took place last weekend; Laura will provide fliers for such events in the future to lodging properties for distribution to guests. A grant was received from Lush Cosmetics, who prides themselves on their charitable causes and donations and enjoy charity and volunteer projects for their employees.

7. Action/Discussion Items:

- a. Renewal of Board Terms – Denise Robson, Steve Vinson, Gary Setting, Alex Benson, and Pandora Nash-Karner: Denise Robson made a motion to approve the two-year board term renewals of Denise Robson, Steve Vinson, Gary Setting, Alex Benson, and Pandora Nash-Karner. Bill Lee seconded the motion; motion carried.
- b. Renewal of Scope of Services – Administrative Assistant: Bill Lee made a motion to approve Melissa Kurry’s Administrative Assistant Scope of Services for a two-year period at a rate of \$25/hour and a maximum of 10 hours per month, for a two-year total of \$6,000. Steve Vinson seconded the motion; motion carried.
- c. Marketing Scope Discussion and Vote for Approval: Due to Jamie and Pandora’s absence, this item will be tabled until the next meeting.

8. Future Agenda Items/New Business:

- a. Katie Sturtevant, STP update

9. Closing Comments:

- a. Pandora will be gone until August.
- b. Cheryl will not be able to attend an August 22nd meeting.
- c.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, July 25, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

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