

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

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

Board Members Present:

Alex Benson, Baywood Inn
Bill Lee, Back Bay Inn
Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce
Jamie Wallace, Cal Poly

Others Present:

Laura Albers, CCSPA
Paul Irving, Big Big SLO Marketing

Absent: Pandora Nash-Karner, Vacation Rental Owner (excused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:07 a.m.
 2. **Public Comment:** Condolences were expressed to Paul for the recent loss of his father.
 3. **Consent Items:**
 - a. Approval of 6/8/17 and 6/27/17 Minutes: Denise Robson made a motion to approve the Minutes of the June 8, 2017 and June 27, 2017 meetings as written with no additions or corrections. Gary Setting seconded the motion; motion carried.
 4. **CBID Update:**
 - a. Local Fund Stat Summary: Cheryl shared Avila Beach's new tote bag; the "Roam" campaign video shows Highway 1 accessibility and has had 13,295 views (link is available for sharing); the destination page had 621 views; the 2nd Quarter TOT figures will be available next month. The CBID approved their 2017-2018 fiscal year Budget in the amount of \$1,270,865, with over 80% designated for marketing. Cheryl will send the shoulder season campaign media plan to Paul.
 - b. Tourism Infrastructure/Beautification Funding Application review: A separate application has been created, which will be different from the Events Funding Application, and is separate from the County Grant application.
 - c. Gary was asked to participate in a subcommittee for the CBID's Strategic Planning process and the Carragio Group presented their plan to the CBID and subcommittee in March. The CBID board will be moving forward with the plan and Cheryl will continue to report on the progress. A closer relationship with SLOCAL will be created to ensure that no duplicate efforts are being made.
 - d. The next CBID board meeting is scheduled for Wednesday, July 26th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** Collection is up from last year by over \$3,700, but Administrative expenses are up and over budget. The board will leave as is for now and will continue to review monthly and adjust as necessary.
 6. **Committee Reports:**
 - a. CCSPA: Laura has brought on Brent Haugen full-time. A CCSPA business sponsorship will soon be available. A collaboration of the Stewardship Travel program is being kept on the table, but Laura is not quite ready to set up a meeting yet. The Wild and Scenic Film Festival website is live and business sponsorships are available. The Los Osos showing date will be September 29th at the South Bay Community Center. Tickets will be \$15 in advance (\$10 for CCSPA members) and tickets for the entire festival will be \$40 (\$25 for CCSPA members). There will be a maximum of 200 tickets for each venue. Marketing is taking place through the local Chambers, Facebook posts, print ads in newspapers are being considered, and possibly a radio show; Brent has more marketing details. Sponsorship commitments will be due August 11th. For a VLOB sponsorship, a funding application would need to be

completed and the board would have to meet before August 11th for a vote. It was agreed that the festival is a great idea with a lot of potential; however, it seems that there will not be much out of area marketing, so the majority of attendees will likely be locals. Discussion followed regarding the purchasing of tickets and distribution to lodging properties to create packages. Details can be worked out with Brent. Because a business sponsorship is not likely with the time constraints, the VLOB logo and website will not receive exposure; however, the board can always provide a sponsorship in 2018. Tickets can be purchased either through Melissa (reimbursed expense) or the board Chair's discretionary funds. The three hoteliers present at the meeting expressed interest in creating packages with the tickets. Cheryl mentioned that if CCSPA can grant permission for film usage, the CBID may be able to sponsor and possibly use one of the films for Coastal Discovery and Stewardship Celebration. It was suggested that the package incorporate the Baywood Lighted Boat & Art Show and Beer at the Pier.

b. Events and Marketing

- i. Paul Irving Update: Website views were at 235, with 628 page views. There are over 1,300 Facebook follower, 350 Instagram followers, and over 5,000 e-mail addresses in the database. An ad has been placed in the Arts Obispo catalog for the Lighted Boat & Art Show. Paul has had several conversations with SLOCAL about Los Osos and Baywood being underrepresented and has requested front page representation on the website. Paul now has access to post specials on behalf of lodging constituents and because VLOB is a member of the Chamber, Paul will be able to post events on behalf of the community. Cheryl stated that the lodging profiles are managed by the CBID, so changes to CBID lodging profiles should reflect on the SLOCAL website. Since Paul's discussion, it has been noticed that the area is receiving more inclusion on social media posts. Brooke will meet with the marketing subcommittee in the near future. Paul and the marketing subcommittee will have a discussion prior to the August meeting about his current and future role with the board. Denise mentioned that she has recently contracted with a marketing software company who automates ads and manages social media marketing called "Hootsuite"; Cheryl mentioned that the CBID also uses their services.
- ii. Website Management: Due to time constraints, further discussion will take place in the future; however, Jamie mentioned that there is duplication between the VLOB and H1DR (destination page) websites. The marketing subcommittee will discuss whether or not it suggests that the board keep a separate website.

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

d. STP Liaison: Katie Sturtevant will attend the August meeting and provide an update at that time.

7. Action/Discussion Items:

- a. Discussion and Vote for Approval – Chamber membership renewal: Alex Benson made a motion to approve the board's Chamber of Commerce annual membership renewal in the amount of \$100; Jamie Wallace seconded the motion. Motion carried. Steve thanked the board for their continued membership and for providing exposure to the area. Jamie encouraged attendance of other Chamber members and/or the Chamber President to the monthly meetings.

8. Future Agenda Items/New Business:

- a. Katie Sturtevant, STP update (August)
- b. Marketing Scope Discussion and Vote for Approval (August)

9. Closing Comments:

- a. Bill would like to see a monthly TOT collection report. Cheryl will request again from the County again; however, has been somewhat difficult to obtain in the past. Jamie mentioned STAR, Smith Travel Accommodations Report, which is reported on by members to track data. This will be a strategy topic at upcoming CBID meetings; however, VLOB can consider adding to their Agenda as well, if desired. The STAR could be used as a destination marketing tool.
- b. Cheryl will be able to attend next months' meeting on the 22nd.
- c. Cara O'Brien asked if VLOB would fund the replacement Whale Trail sign and pedestal; Cheryl is hoping that State Parks will split the cost with the CBID and VLOB will not have to bear the expense. It is hoped that the sign will be relocated as well.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, August 22, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 10:24 a.m. (Alex, Bill)