

## Visit Los Osos/Baywood

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

### Draft Meeting Minutes

September 26, 2017 – Sea Pines Golf Resort, Los Osos

#### Board Members Present:

Alex Benson, Baywood Inn  
Pandora Nash-Karner, Vacation Rental Owner  
Gary Setting, Sea Pines Golf Resort (Chair)  
Steve Vinson, LOBP Chamber of Commerce  
Jamie Wallace, Cal Poly

#### Others Present:

Monica Carinio, SOLVE  
Judith Cohen, SOLVE  
Paul Irving, Big Big SLO Marketing

**Absent:** Bill Lee, Back Bay Inn (unexcused) and Denise Robson, Vacation Rental Owner (excused)

**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
  2. **Public Comment:**
    - a. Alex will have to leave at 10:00 and therefore, the Action Items will be moved up on the Agenda, prior to Committee Reports.
    - b. Open Studios Tour is taking place on October 14<sup>th</sup> and 15<sup>th</sup> and October 21<sup>st</sup> and 22<sup>nd</sup>. A full catalog is available for viewing on ArtsObispo.com. The tour is listed as a featured event on the H1DR website.
    - c. Tomorrow, September 27<sup>th</sup> is World Tourism Day, by the World Tourism Organization, and the theme is Sustainable Tourism.
  3. **Consent Items:**
    - a. Approval of 8/22/17 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the August 22, 2017 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
  4. **Presentation:**
    - a. Judith Cohen, SOLVE: Judith thanked Cheryl for the referral and introduced herself and Monica Carinio, SOLVE's Director of Content Management. Judith provided a brief background on SOLVE, which was founded in 2010 and was the first agency in SLO County to develop custom Tourism and Destination social media-driven experiences. Judith has a passion for the area, and stated that it is a hidden gem that gets driven past. While they are a big agency, SOLVE works with small accounts and budgets. A list of services and costs were provided, so the board can pick and choose what they would like to have included in the scope. The proposal is flexible, but it was expressed that the board may want to consider a rebranding and refreshing of the logo. Based on what Judith has seen so far, she would recommend a brand refresh and creation of a tagline and messaging. Monica, who would be the board's account manager, proactively searches out content by doing research, promoting events, working closely with lodging properties regarding specials, and sharing photos. A Post Plan/Editorial Calendar would be created on a weekly basis, with updates provided ahead of time, and can be approved by the marketing subcommittee upon request. It would be a great benefit for SOLVE to use any videos or photos that the board already has in their library (or the H1DR library).
  5. **CBID Update:**
    - a. Local Fund Stat Summary: The destination page had 627 page views with 52 lodging page views. There were 13 attendees at the August All-Agency meeting. TOT was up 10% year-over-year in July.
    - b. Rural Road Trips: The promotion will be the same as last year, with a \$10,000 investment in each area and a \$2,000 getaway contest to win a "Bucket List" trip. An added component is native advertising through "Roadtrippers", with promotion of each area to their 2.5 million social media followers and

550,000 e-mail recipients. Los Osos and Baywood Park will be featured in February. A co-op opportunity is available through the Influencer Program with Roadtrippers, which would bring in someone with a specific niche following on social media to visit and promote the area; similar to a journalist familiarization trip. This would be an additional \$5,000 investment and would include their lodging. Avila Beach, San Simeon, and Cambria will be using the Roadtrippers Influencer. San Simeon and Cambria have partnered and have chosen to have the Influencer come in January. Cheryl will share the content and the long-form press release prior to the area's promotion in February.

- c. The next CBID board meeting is scheduled for Wednesday, September 27<sup>th</sup> at 12:00 p.m. at the Apple Farm.

**6. Financials:** The financials were reviewed. It was requested that the overall projected fiscal year budget be included, as well as the year-to-date expenses and variances.

**7. Committee Reports:**

**a. Events and Marketing**

- i. Paul Irving Update: Gary thanked Paul for all of his efforts to date and Paul thanked the board for the opportunity. There were 856 visits to the website and a total of 1,451 page views; 86 new Facebook likes, for a total of 1,482; 43 new Instagram followers, for a total of 409; and there are currently 5,194 e-mails in the database. The October event calendar has been posted. Beer at the Pier has been very successful, with approximately 300 attendees. The Lighted Boat Parade and Art Show is scheduled for Saturday and will serve as a preview to Open Studios, which will feature the work of 20-30 Los Osos and Baywood artists. The event has also developed into a local Firefighters appreciation event; promotion has taken place on the radio, in the newspaper, and on social media. Bayfest was a success as well, with the biggest turnout to date. Jamie would like to keep SLOCAL on the burner, with Paul's assistance, to keep an eye on their content. Conversation followed regarding the promotion and separation of each of the 10 unincorporated areas, as SLOCAL would like to promote and advertise them all as one. Gary suggested a letter be sent from each region to SLOCAL requesting representation of each area. Melissa will draft a letter, and Cheryl will suggest other communities within the region do the same. Paul presented a few additional services for the board to consider: advertising in the monthly Live Music Pocket Planner with the mention of a Los Osos/Baywood music event(s) at a cost of \$300/page or \$250/page with 7 month commitment, with the option of distribution to lodging properties for an additional \$100/month; updates and management of Events Calendar for \$100/month if Live Music Pocket Planner advertiser or \$200 if not; and the 2018 Destination Pocket Planner, which will be \$400/page. Currently, 4,000 of the 25,000 2017 planners remain. Until a decision is made in regards to accepting a marketing proposal and scope, Paul's services will continue on a month by month basis. Paul and the marketing subcommittee will meet to discuss further.
- ii. Marketing Subcommittee update: Discussed under Action items (8c).
- iii. Distribution of tote bags: The marketing subcommittee will take the lead and set a date for early November at Sea Pines. Melissa will provide them with the constituent list.

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

**c. STP Liaison:** No report at this time.

**d. CCSPA:** No CCSPA representatives were present; no report at this time.

**8. Action/Discussion Items:**

- a. Discussion and Vote for Approval – Red Barn Restoration: Pandora presented at the last meeting and provided the completed Infrastructure and Beautification Application. The total project cost is \$11,562; however, after donations of time and materials, the remaining funds needed is \$2,648. The venue is very popular to both residents and visitors. Other local fund areas do support beautification projects such as this one. Alex Benson made a motion to approve the Application in the amount of \$2,648. Jamie Wallace seconded the motion. Discussion: 10% of the overall budget has been set aside for Beautification/Outreach for a total of \$2,495 for the 2017-2018 fiscal year. Alex amended the motion to include that the funding will use the entire Beautification budget for the fiscal year, with the overage of

\$153 to be paid from the Capital Reserve fund. Jamie agreed to and seconded the amendment. Motion carried with Pandora abstaining to prevent any potential conflict of interest. Gary suggested the County add a line item on the barn's Rental Application for a donation amount for future preservation and maintenance.

- b. Discussion and Vote for Approval – Influencer Program with *Roadtrippers*: The board discussed this, and while a decision can still be made in the near future, it was felt best to wait until a marketing scope, plan, and budget have been decided on prior to making any further marketing decisions.
- c. Discussion and Vote for Approval – Marketing Scope: Alex expressed concern in regards to the costs listed and the amount of the marketing budget; however, Pandora stated the proposal is flexible. The marketing subcommittee should determine an amount and a list of the services they feel are the most important. Jamie is not comfortable making a decision today, as he feels all board members should be involved and the issue should not be rushed. The marketing subcommittee will meet, discuss priorities for recommendations, and bring back to the board. Cheryl took some notes and based on her recommendations of what to include and exclude, came up with an amount in the \$12,000 range. Included would be the paid advertising through social media; strategy and road map conversation; and logo and design services. A discussion regarding the website will need to take place, as Cheryl feels the destination site should be used as the main website, eliminating any web costs. Cheryl would also recommend shorter videos, although didn't include in total budget (video assets available through H1DR) and a quarterly e-mail blast (could possibly be sent by Administrator, which would eliminate additional costs).

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

- a. Discussion and Vote for Approval - Marketing Scope
- b. Discussion and Vote for Approval – 2018 Destination Pocket Planner

**10. Closing Comments:**

- a. Gary will not be able to attend an October 24<sup>th</sup> meeting; it was decided to move to the 31<sup>st</sup> instead.

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

Date: Tuesday, October 31, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**12. Adjournment**

Adjourned at 10:51 a.m. (Pandora, Jamie)