



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

Meeting Agenda
Tuesday, September 26, 2017
9:00 a.m. – 10:30 a.m.
Location: Sea Pines Golf Resort

- 1. Call to Order**
- 2. Public Comment(s)** *(Please limit to 3 minutes)*
- 3. Consent Items**
 - a. Approval of 8/22/17 Minutes
- 4. Presentation** *(Please limit to 10 minutes)*
 - a. Judith Cohen, SOLVE
- 5. CBID Update**
 - a. Local Fund Stat Summary
 - b. Rural Road Trips
- 6. Financials**
- 7. Committee Reports**
 - a. Events and Marketing
 - i. Paul Irving update
 - ii. Marketing Subcommittee update
 - iii. Distribution of tote bags
 - b. Beautification and Outreach
 - c. STP Liaison
 - d. CCSPA
- 8. Action/Discussion Items**
 - a. Discussion and Vote for Approval – Red Barn Restoration
 - b. Discussion and Vote for Approval – Influencer Program with *Roadtrippers*
 - c. Discussion and Vote for Approval – Marketing Scope
- 9. Future Agenda Items/New Business**
 - a. Marketing Scope Discussion and Vote for Approval (should more be considered)
- 10. Closing Comments**
- 11. Next Visit Los Osos/Baywood Meeting**

Date:	Tuesday, October 24, 2017
Time:	9:00 a.m. – 10:30 a.m.
Location:	Sea Pines Golf Resort
- 12. Adjournment**

Establish Los Osos/Baywood Park as a memorable California destination for visitors seeking natural beauty, abundant outdoor activities and an "off the beaten track" experience