

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

Draft Meeting Minutes
August 22, 2017 – Sea Pines Golf Resort, Los Osos

Board Members Present:

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

Others Present:

Brent Haugen, CCSPA
Paul Irving, Big Big SLO Marketing
Katie Sturtevant, Stewardship Travel Program

Absent: Alex Benson, Baywood Inn (excused) and Bill Lee, Back Bay Inn (unexcused)
CBID: Cheryl Cuming, CAO

-
1. **Call to Order:** By Chair Gary Setting at 9:06 a.m.
 2. **Public Comment:**
 - a. Jamie pulled some stats from STR (Smith Travel Research), which is a subscription service that collects information on occupancy, rates, and compares to prior year(s) and provides the information for comparative marketing purposes. Top 25 markets – occupancy is flat all the way around with rate increase 2% from last year. June 2016 vs June 2017 SLO County (available on SLOCAL) – Morro Bay occupancy down 4.3% with rate up. Rate is being pushed with occupancy remaining steady, but how long will that last? Gary mentioned a way to create local stat information would be helpful. Vacation rentals are not included in the STR report and are reported as “rooms” by the County TOT reports. People do not see Hwy 1 – drive straight through o 101.
 - b. Gary had 3 entertainers from the Los Angeles area perform at his comedy show, with 150 attendees, and they were very impressed with the area.
 3. **Consent Items:**
 - a. Approval of 7/25/17 Minutes: Jamie Wallace made a motion to approve the Minutes of the July 25, 2017 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
 4. **Presentation:**
 - a. Interpretive Signage – Pandora Nash-Karner, Celebrate Los Osos: Celebrate Los Osos applied for the County Beautification and Infrastructure Grant for three projects (Sahara Mustard removal; Interpretive Sign on Pasadena Drive; and Red Barn beautification/restoration). The County funded the Interpretive Signage, so Celebrate Los Osos is now looking to fund the red barn restoration. The red barn serves as a venue to the community and visitors for events, music series, classes, etc..., and is in desperate need of repair. The total project budget is \$11,562 with \$7,914 being provided through the following in-kind offsets: County Parks to provide materials and labor for repair work; Miner’s Ace Hardware to donate 10 gallons of paint with remaining paint needed at 25% off; other services provided by contractors for either no or reduced cost(s). The remaining amount of funding needed is \$3,648 for sign design, production, and installation and costs for remaining materials. Golden State Water Co. is donating \$1,000 to Celebrate Los Osos for a project of their choosing. Therefore, \$2,648 would be requested from the board, should they express interest in funding the project. There is currently \$2,495 in the Beautification budget category for the 2017-2018 fiscal year. Pandora will complete the Funding Application for a vote at the September meeting. Steve mentioned that Community Center sign needs restored as well, so maybe the projects can be combined. Paul suggested that because the barn serves as a music venue, perhaps a fundraising concert could be organized.

5. CBID Update:

- a. **Local Fund Stat Summary:** Cheryl has met with the County to request more up to date TOT information, as April through May was just received. The Rural Road Trip promotion schedule will begin in September with Los Osos/Baywood being featured in February. Gary requested the monthly promotion schedule from SLOCAL to find out when Los Osos/Baywood will be promoted and what their February schedule will include. The CBID and SLOCAL have entered into a co-op for "Chute", a program that gains permission from photo owners to share their photos with members, based on key words. An instruction sheet will be available in the next few weeks. 200 Highway 1 Discovery Route maps were distributed to all lodging properties along with the Wildlife Viewing Tips.
- b. **Strategic Planning Subcommittee Recap:** The subcommittee is discussing the process and will be meeting with SLOCAL to compare marketing and media plans to avoid duplicated efforts.
- c. **STP Update – Katie Sturtevant:** The Wildlife Viewing Tips have been very well-received and were reprinted and distributed with the Highway 1 Discovery Route maps; development is continuing and discussion is taking place to potentially create a rack card. The program has had any highlights to date, with the biggest being the winning of the Golden Poppy Award with Visit California. The 2018 Coastal Discovery & Stewardship Celebration is currently being worked on and they are looking for a film to show at the Hearst Castle theatre. Attendance at the film showings doubled in 2017 from 2016. Two workshops have taken place in Los Osos/Baywood, with an invitation extended to partners; follow up notes and scripts were provided at a previous meeting. The possibility of having a multi-regional workshop in the future is being discussed. One page in the "Beach Towns" publication was dedicated to Stewardship Travel. The CBID has partnered with Kind Traveler as a regional sponsor, who has a reach of 20 million. They are a booking platform, although in this relationship is not being used as such, that requests that guests donate \$10/night of their stay to a local charity of the traveler's choice. The CBID's giveaway that launches September 1st will go out to their viewers, with two more outreach promotions included in the sponsorship. Also in the works is the creation of a Heritage History Trail – marking heritage spots along the Highway 1 Discovery Route. Katie is always available for support and questions. Cheryl mentioned that State Parks is funding \$700 for replacement of the Whale Trail sign, and the CBID and Whale Trail organization have split the difference of the costs for the stand, so its replacement has been fully funded. It will also be moved to a more convenient and accessible location.
- d. The next CBID board meeting is scheduled for Wednesday, September 27th at 12:00 p.m. at the Apple Farm.

6. **Financials:** The closing 2016-2017 fiscal year financials were reviewed as well as 2017-2018 fiscal year budget.

7. Committee Reports:

a. Events and Marketing

- i. **Paul Irving Update:** There were 421 visits to the website with 914 page views. Facebook "likes" are at almost 1,400, with 366 followers on Instagram, and over 5,100 e-mail addresses. Current events were reviewed. The event calendar on the website now includes an option of viewing events taking place within 50 miles of Los Osos/Baywood. The Concert Pocket Planners go quickly, with 10,000 being printed per month. Distribution to lodging properties is not available; however, if VLOB wanted to sponsor a page, it could be possible. Because there are a lot of visitors coming to the area to attend concerts, there could be a potential benefit to include lodging information inside. Brent asked about a "text to download" option, which would be useful for tracking information. Paul was asked to present a proposal with distribution and costs to the board. 25,000 Los Osos/Baywood planners were printed and there are about 10,000 remaining. Cheryl suggested distributing the remaining planners and asked about an expanded distribution outside of the area. Paul will provide a plan to the board for distribution as well as provide a plan for the 2018 planner. Cheryl stated that there must be a separation in the billing of hours between the creation of the planner(s) and Paul's duties for the board.
- ii. **Marketing Subcommittee update:** The subcommittee met with Cheryl to discuss how to move forward. They are currently in the process of gathering information on other agencies for a proposal that would fit the board's budget and scope of needs. The goals will be to drive an

elevated reach of the community as well as drive visitors to the area and create a robust social media outreach. Pandora suggested developing a campaign around finding the hidden jewel on the outside of Highway 1 and the use of the area's History and Heritage. The board's budget, goals, scope, and time frame need to be identified to provide to potential agencies. The marketing budget for the 2017-2018 fiscal year is \$17,000, so the scope should be for \$15,000, with additional funds available for content curation. It was suggested that a one-pager be developed to define the terms. Once discussion has taken place with an agency and it is agreed that they would be a good fit, they will be invited to a meeting for a presentation. The board applauds Paul for his efforts with the lack of direction provided by the board. A conversation will also need to take place on whether or not to keep the local website. Pandora would like to revisit the logo as well. Denise suggested the use of "Zen Reach", which provides Wi Fi within 400 yards of the modem, at Montana de Oro with VLOB sponsoring. Within one month, Blue Bistro has collected 500 e-mails. Information is collected, based on what is provided by the user, and can include which state or country they are from, city, age, etc... Automatic e-mail blasts can be created as well. The cost is \$200/month with a free three month trial. Denise will meet with Pandora and Jamie to discuss further.

iii. Distribution of tote bags: Pandora has given bags to Maggie Juren at Beach-N-Bay getaways. The bags need to be stuffed with pocket planners and it was suggested that an "Open House" be hosted for vacation rental owners and other lodging constituents to collect the bags for distribution to their guests and be given an introduction to the board. Once a date is selected, Melissa will prepare a flyer and send to the constituents.

b. Beautification and Outreach: Previously discussed. The interpretive sign will be installed near the bench.

c. STP Liaison: Previously discussed.

d. CCSPA: There will be construction in Morro Bay State Park in December, which may go into January. Monarch Grove in Pismo Beach has had some downed trees, so there may not be as many butterflies this season. A member newsletter is being developed and Brent would like to include information on the Coastal Discovery & Stewardship Celebration, as well as program events in the area. The film festival is taking place at the end of September, with a showing on the 29th at the Community Center. A 20% discount for tickets is available to the board (\$12 vs \$15), with tickets available to purchase a few days prior to the showing date. The Community Center can hold 200. Brent would love to be able to provide information on the CDS celebration. There will be raffles at each location so donations are appreciated. 8 environmental films will be shown at each location (24 total) and will be for older children and adults. Doors open at 6:30 with a show time at 7:00. Steve suggested Brent present to LOCAC, which meets on the 4th Thursday of the month. Melissa will e-mail the Power Point with sponsorship details to the board. Brent can block out a number of tickets and invoice after the fact (consignment on individual tickets), so the board can package or give away. Paul can create a social media campaign to give away a pair of tickets and provide lodging information for discounted tickets. VLOB would be interested in a sponsorship for the 2018 festival to have more time for promotion.

8. Action/Discussion Items:

a. Discussion and Vote for Approval – Wild & Scenic Film Festival tickets: Consignment tickets are a good idea. Jamie made a motion that the board funds 20 tickets, at the discounted rate of \$12 per ticket. Pandora seconded the motion. Discussion: Melissa will reach out to all lodging constituents to let them know discounted tickets are available for their guests. Motion carried. Melissa will keep track of tickets requested by lodging properties and coordinate with Brent.

b. Discussion and Vote for Approval – Influencer Program with *Roadtrippers*: Will be moved to the September meeting when more details are available.

c. Discussion and Vote for Approval – SLOCAL Highway 1 Co-Op: Unfortunately, this co-op is not available to Los Osos and Baywood - only Morro Bay and areas north of. Concern was expressed in the exclusion.

9. Future Agenda Items/New Business:

a. Discussion and Vote for Approval – Red Barn restoration

b. Presentation/Marketing Scope Discussion and Vote for Approval (upon receiving)

c. Discussion and Vote for Approval – Influencer Program with *Roadtrippers*

10. Closing Comments:

a. Denise will not be in attendance of the September meeting.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, September 26, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Adjourned at 11:18 a.m. (Pandora, Jamie)