

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

Draft Meeting Minutes

November 28, 2017 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Alex Benson, Baywood 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:

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

Absent: Bill Lee, Back Bay Inn (excused) and Pandora Nash-Karner, Vacation Rental Owner (unexcused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:12 a.m.
 2. **Public Comment:** None.
 3. **Consent Items:**
 - a. Approval of 10/31/17 Minutes: Jamie Wallace made a motion to approve the Minutes of the October 31, 2017 meeting as written with no additions or corrections. Denise Robson seconded the motion; motion carried.
 4. **CBID Update:**
 - a. Local Fund Stat Summary: The results for the San Simeon and Cambria Rural Road Trip promotions are in and both areas performed really well; each area had significant increases in their destination page views. All CBID areas' (except Cambria, which was up 1.21%) TOT figures were down year-over-year in August. The CBID is having an outside party conduct an audit of the website, with four components to be included. Cheryl will provide recommendations once the information is received.
 - b. Coastal Discovery and Stewardship Celebration Overview: Several activities have been confirmed for the celebration, which will be held between January 13th and February 28th. The film "Disneynature Oceans" will be shown at the Hearst Castle Theater every Saturday during the six-week promotion. Lodging properties will be provided with promotional and messaging material in December. Lodging packages will need to be submitted on or before Thursday, November 30th.
 - c. BIG Infrastructure: A list of applicants/submissions; whether or not funds were approved; and at what amounts was provided and reviewed. It is assumed that the program will continue, meaning 2018 applications will likely be due in March.
 - d. The next CBID board meeting is scheduled for Wednesday, December 13th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** Los Osos/Baywood Park represented 3.10% of the overall collection through September. The current budget report was distributed, and two new formats are in the works – one per Jamie's request and one per the County's request. Melissa will continue to work on both and present at the next meeting.
 6. **Committee Reports:**
 - a. Events and Marketing
 - i. Paul Irving Update: The website's Events Calendar includes a local calendar of events that are within 5 miles of Los Osos/Baywood and also a countywide Events Calendar that includes other significant events that are further away. CCSPA events are included as well as events at any major countywide venues. Paul is happy to add any additional events that board members may have and can send featured events to Cheryl for H1DR promotion. Paul is also maintaining the website; however, no changes have been made to date. SOLVE will perform

an audit of the website and will provide Paul with any recommendations at that time. Currently, 2,400 pocket planners remain for 2017; the editorial content is great and keeps advertising to a minimum. Paul has provided SOLVE with the content and assets requested so they can move forward with marketing efforts. Paul may not be able to attend every meeting in the future, so will attend upon request only should a discussion need to take place.

- ii. Marketing Subcommittee/SOLVE update: The subcommittee will be meeting next week to discuss questions asked by SOLVE, which will provide them with direction and vision. Jamie would like to see the board spend quality time addressing these questions so SOLVE has a solid direction. Jamie feels it is extremely important and valuable to have lodging constituents participate, so if Bill cannot attend, maybe he can send a representative from the Inn. SOLVE has started working with what has been provided to them; a Twitter account has been created; and an audit is underway. They understand that the board does not have obvious goals at this time, so SOLVE is at an in-between process right now. The subcommittee will discuss the current mission statement, whether or not the board would like a Vision statement as well, etc... Cheryl did mention that the CBID Mission/Vision, etc... could serve as a basis, so the wheel does not have to be recreated. Facebook content has been pushed as well to find out what resonates with people and what reactions are received. Alex suggested creating an event in the off season, such as the Cambria Christmas Market, which is a month-long "celebration". The Chamber is working on growing the bear festival (similar to the Scarecrow Festival). Judith suggested an Events subcommittee be formed to discuss in further detail and bring to fruition.
- iii. Distribution of tote bags: Bags will be distributed to lodging constituents within the next two weeks and will include the H1DR maps, the destination Pocket Planners, and the Loop Maps.
- b. Beautification and Outreach: No report at this time.
- c. STP Liaison: The Spooner Ranch House has been added as a Stewardship activity.
- d. CCSPA: No CCSPA representatives were present; no report at this time.

7. Action/Discussion Items:

- a. Discussion and Vote for Approval – 2018 Destination Pocket Planner: The Chamber is creating a destination guide that will be visitor-oriented in a magazine format. The distribution details were not available, but can be obtained. The 2018 Pocket Planner would be a similar model as 2017 with updated content. In 2017, 25,000 were ordered and 8 pages of editorial content were sponsored by Visit Los Osos/Baywood. If no editorial content is sponsored, Paul will not produce the planner. Alex made a motion to sponsor 8 pages of editorial content at \$400/page, with the elimination of the year printed on the front of the planner, and Paul will work with SOLVE to update the planner content. Steve seconded the motion. Discussion: Jamie expressed hesitance, as print advertising is declining. The pocket planner is a visitor-serving guide for visitors who are already here. Gary stated that a lot of people do not want to use their phones as much when they're on vacation, so the piece is beneficial and valuable in that aspect. It was suggested that only half (12,500) be printed to see if they are being used or not. The estimated publishing date would be February. Motion carried. Jamie requested that the BigBigSLO logo be placed inside of the planner; the layout details will be further discussed with the marketing subcommittee and a draft will be distributed to the board prior to going to print. It was mentioned that the H1DR printed map is extremely successful.

8. Future Agenda Items/New Business:

- a. Rural Road Trip promotion

9. Closing Comments:

- a. Alex recommended that SOLVE look into using Google targeted advertising. SOLVE mentioned that the Facebook targeted ads are being used and allow for a more defined target audience than Google.
- b. It was decided that VLOB will not meet in December. SOLVE will push promotion of Coastal Discovery and Stewardship Celebration with the additional time.
- c. Happy Holidays to all.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, January 23rd

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 10:40 a.m.