

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

**Draft Meeting Minutes**  
January 23, 2018 – 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:**

Brooke Burnham, SLOCAL  
Judith Cohen, SOLVE  
Danielle Dubow, SOLVE

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

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1. **Call to Order:** By Chair Gary Setting at 9:03 a.m.
  2. **Public Comment:**
    - a. There has not been much of an obvious impact in tourism to the area as a result of the Highway 101 closure.
    - b. Cal Poly is in the process of hiring new instructors in an effort to expand the hospitality industry program.
  3. **Consent Items**
    - a. Approval of 11/28/17 Minutes: Jamie Wallace made a motion to approve the Minutes of the November 28, 2017 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried with Pandora abstaining, as she was not in attendance.
  4. **Presentation**
    - a. Brooke Burnham, SLOCAL: Brooke is the Vice President of Marketing. SLOCAL's goals are to increase awareness of the area's destinations and drive visitors to SLO County. The SLOCAL structure was reviewed, which included creative agency, media agency, and website agency. The new website will launch on February 13<sup>th</sup>. Brooke discussed SLOCAL's Product Development; Destination Development (with the addition of Denver and Seattle flights, there may be an upgrade of larger planes); Destination Marketing; Current Initiatives; Fiscal Year 17/18 Initiatives; Target Markets (six total – 50% to Los Angeles and San Francisco and the "fly" markets); and Brand Pillars. All tourism-related businesses will have a listing on the website, whether they are a member or not and listings can be upgraded for a fee. The CBID and SLOCAL are working together to layer their strategies to most effectively work together and avoid duplicated efforts. SLOCAL welcomes feedback and communication in an effort to strive for continued improvement. Discussion followed regarding how to get businesses to participate; it was suggested that postcards be sent out and include a mention in the Chamber e-blasts.
  5. **CBID Update**
    - a. Local Fund Stat Summary: Los Osos/Baywood shows an increase of 23.4% year-over-year. The Hearst Castle film showings are going really well with the first two showings each having 300 attendees. The next promotion with Kind Traveler has launched, with the last promotion receiving 30,000 new e-subscribers. The County BIG (Beautification & Infrastructure Grant) application has been released and the due date is March 15<sup>th</sup>. The Corragio Group is currently writing a strategic marketing plan for the CBID, after previously conducting their analysis. A definition of the relationship of the CBID and SLOCAL was requested and can be discussed at the February meeting.
    - b. Coastal Discovery and Stewardship Celebration Toolkit: Tools are available for promotion to past and current guests.

- c. Rural Road Trip Promotion Overview: San Simeon, Cambria, and Cayucos have concluded their promotions with great results. Los Osos/Baywood Park promotion will launch in February. A copy of the press release was provided and it was requested that feedback be submitted to Melissa by end of the day on Wednesday. Once final feedback is received, a blog will be created. A digital relationship with NBC has been created, which is a promotion of the bucket list campaign.
- d. The next CBID board meeting is scheduled for Wednesday, January 24<sup>th</sup> at 12:00 p.m. at the Apple Farm.

## 6. Financials

- a. The financials through November were presented, with a total collection of 3%. 2 new budget formats were presented: one that is submitted to the County with expenses and the other includes two parts: to date budget collection and expenses and Fiscal Year budget with anticipated collections and expenses. The Administrative Expenses have been under-budgeted; Melissa will present an estimated figure to work in, which may be a fixed amount rather than a percentage.

## 7. Committee Reports

### a. Events and Marketing

- i. Paul Irving Update: Due to the decrease of responsibilities in his contract, Paul will only be able to attend meetings upon request. However, it was requested that some communication with Paul occur regarding the digital audit as well as presentation of the status and layout of the destination planner. It will be important to know when he will be present at meetings.
- ii. Marketing Subcommittee/SOLVE update: The board, especially Jamie and Pandora, were thanked for all of their efforts as well as SOLVE, who have hit the ground running.
  - 1. Digital Audit Results & Recommendations: The results were reviewed, with SOLVE currently addressing and resolving the social media recommendations and issues. The recommendations for the website should fall within Paul's scope of maintenance of the site. Further discussion will need to take place regarding the website: will the board continue to use their own, SLOCAL, or H1DR? No Google Analytics are available for the website; it was requested that SOLVE be provided access to the website so that they can obtain this information. Pandora suggested that the destination planner be postponed until after the website issues are addressed and all options regarding websites be discussed.
  - 2. Marketing Strategies and Road Map: The report was reviewed and discussed with review of the Strategic Approach; Key Objectives and Goals (Destination and Brand Objectives & Targeted Goals); Mission, Vision, & Core Values (examples provided for further discussion and approval for revision); Target Markets; Destination Identity and Messaging: tagline is "Wildly Relaxing"; Branded Messaging is use of the word "Wildly" and can follow with many possibilities (Wildly natural, adventurous...); Logo (coming soon). The Roadmap will include: Brand and Marketing with objectives to: 1) Increase awareness and consideration of Los Osos/Baywood Park as a destination for leisure, business, adventure and group travel; 2) Drive incremental overnight visitation and revenue; 3) Identify, create, differentiate, and promote the Los Osos/Baywood Park brand; and 4) Channel Marketing: utilize website and owed distribution channels to engage, inform visitors, and drive occupancy. Email design concept; contest promotion design concept; community and engagement (develop and implement social strategies and communications to expand the VLOB community); Advertising/Media Planning (develop and implement targeted digital advertising); Website and User Experience (Utilize best practices for website strategies, user-experience and SEO). It was recommend that VLOB create and contribute to a blog; can also use blogs that have already been written and content from H1DR. Pandora will follow up with Bill and get his opinion on the use of "Wildly"; otherwise, all other board members like it.

- b. Beautification and Outreach: A BIG application for signage replacement project will be completed; more information will be provided on this in February.

- c. STP Liaison: The new whale trail sign has been received. Once it is installed, coordinates will be provided.
- d. CCSPA: No CCSPA representatives were present; no report at this time.

**8. Future Agenda Items/New Business**

- a. Discussion and Vote for Approval – Renewal of Board Term for Bill Lee (can be tabled if needed)
- b. CBID vs SLOCAL discussion
- c. Website Discussion
- d. Discussion and Vote for Approval – Logo, Mission Statement, Vision, & Core Values
- e. Destination Planner draft review

- 9. Closing Comments:** Denise is concerned that the baby boomers market is being neglected and should really be focused on, as they are the ones who often stay in the shoulder season and stay for longer periods of time. Cheryl mentioned that the majority of the CBID's target is baby boomers.

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

Date: Tuesday, February 27<sup>th</sup>

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**11. Adjournment**

Adjourned at 11:10 a.m.