

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

**Draft Meeting Minutes**  
February 27, 2018 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

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  
Danielle Dubow, SOLVE  
Paul Irving, Big Big SLO  
Sue Williams, Wallis Williams Design

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

**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:02 a.m.
  2. **Public Comment:**
    - a. The SLOCAL Film Commission has extended an invitation to VLOB members to meet with a group of filmmakers at Montaña de Oro/Spooners Cove on Tuesday, March 20<sup>th</sup> at 8:00 a.m. If any board members are interested in attending, please let Melissa know and she will connect with Kylie.
    - b. Jamie attended the recent Brown Act Training, led by John Lambeth, and found it very useful with updated information. He encourages anyone who hasn't attended to do so.
  3. **Consent Items**
    - a. Approval of 1/23/18 Minutes: Jamie Wallace made a motion to approve the Minutes of the January 23, 2018 meeting as written with no additions or corrections. Pandora Nash-Karner seconded the motion; motion carried.
  4. **Presentation**
    - a. Website Updates – Sue Wallis Williams: Paul has completed a large portion of the recommendations provided by SOLVE; however, Sue has been invited to present a proposal on how to enhance user experience on the website. Sue recommended a few options that would provide a stronger call to action and be more engaging while enhancing the user's experience. The home page would serve as more of a landing page and would be made more interactive and engaging. Sue is offering the changes at a reduced rate and one-time \$600 fee. Paul mentioned that adding content was included on the list of recommendations provided to him; however, it is not in either Paul or SOLVE's scopes of services. It was suggested that the marketing subcommittee create that content. Discussion followed regarding who this content creator would be and how it would be funded. While the H1DR and SLOCAL have content, there is no one to gather and consolidate that content. The elimination of the VLOB website and use of the destination website would reduce costs; however, the board decided against that (this may be revisited once the entire board is present).
  5. **CBID Update**
    - a. Local Fund Stat Summary: While the e-mail list is continuing to grow, the open rate is declining. The strategic plan is coming together and will focus on engagement and influencing intention to visit in the future. Los Osos/Baywood has funded 7 projects totaling \$36,993 in the 2017 calendar year, with all CBID projects funded in 2017 totaling \$1,352,557. The TOT collection for the CBID region overall was down 4.33%, likely due to the closure of Highway 1; however, Los Osos/Baywood was up 6%. Coastal Discovery and Stewardship Celebration is concluding tomorrow with the Hearst Castle film showing growing incredibly from last year, albeit many locals attended, which was not the goal.

- b. **CBID vs. SLOCAL:** While both use the same funding model, they are separate organizations. Cheryl provided a “Tourism Ecosystem” chart from SLOCAL showing the funneling of BIDs. While SLOCAL is driving visitors to the County, the H1DR is driving them to each destination. Discussion has taken place that the H1DR may, in the future, create and provide content for SLOCAL to use for marketing efforts.. The strategic direction(s) of both the CBID and SLOCAL were provided as well.
- c. **2017 CBID Application(s) Recap:** \$5.6 million in funding has been requested since the CBID’s inception in 2011, with 451 projects funded. A complete list was provided for review.
- d. **The next CBID board meeting is scheduled for Wednesday, February 28<sup>th</sup> at 12:00 p.m. at the Apple Farm.**

## **6. Financials**

- a. **The financials through December were presented with Los Osos/Baywood representing 3% of the overall CBID contribution. The Administrative Expenses category is under-budgeted by about \$2,000; current bottom line after all expenses is about \$3,800. An Agenda item will be added for the March meeting to review and approve increasing the budget category. It was suggested that the 2018-2019 fiscal year budget start being considered in addition to SOLVE’s proposal for 2018-2019.**

## **7. Committee Reports**

### **a. Events and Marketing**

- i. **Destination Planner Update, Paul Irving:** Paul is waiting on the branding and logo details from VLOB. The content will be approved by the board prior to the next meeting via e-mail. VLOB sponsored 8 pages of editorial content, but those pages have not yet been defined; Paul and Jamie will meet after the meeting to discuss. Once the pages are identified and the logo and branding is approved, Paul can move forward.
- ii. **Events:** Paul is working on about 30 events for 2018. Baywood Beer at the Pier is moving from the Back Bay Café to the Blue Heron (May 7<sup>th</sup> through October 29<sup>th</sup>) to include a lounging lawn, dancing lawn, patio with tables, fireplaces, etc... JuneFest will take place on June 3<sup>rd</sup> at the Back Bay Inn; Boatzart will take place on August 12<sup>th</sup>; BayFest will take place on August 26<sup>th</sup>; Baywood Art Show & Lighted Boat Parade will take place on October 6<sup>th</sup>; and Oktoberfest will take place on October 30<sup>th</sup>. Because Paul is adding events to the VLOB website, Cheryl will need to be provided event updates so they can be added to H1DR.
- iii. **Marketing Subcommittee/SOLVE update:** The “Wildly” tagline will be incorporated soon. In the interest of time, the potential logo(s) will be discussed rather than the proposed Mission Statement. After many versions, and with the help of Jamie and Pandora, six remaining logos were presented. The proposed logos were reviewed and the board narrowed down the two options to #4 and #3 (with the addition of “California”, as seen in #1). A photo contest will take place, but with limited funding available, the prize will need to be discussed and confirmed (constituents can be asked for donations or the board could fund the purchase of a “GoPro”); to be discussed further at another meeting when time allows.

- b. **Beautification and Outreach:** The new interpretive sign has been installed and was in the Tribune. The BIG application will be for funding of a “viewing machine”, 20x magnification binoculars on a stand (non-coin operated) that will greatly enhance visitor and resident experiences at Sweet Springs.
- c. **STP Liaison:** Katie will attend the March meeting and provide an update.
- d. **CCSPA:** Brent Haugen will attend the March meeting to discuss the 2018 Wild and Scenic Film Festival.

## **8. New Business**

- a. **Discussion and Vote for Approval – Mission Statement, Vision, Core Values:** Pandora Nash-Karner made a motion to accept the Mission Statement, Vision, and Core Values as created and presented by SOLVE, with the understanding that these can be refined as the Board moves forward. Jamie Wallace seconded the motion; motion carried.
- b. **Discussion and Vote for Approval – Logo:** Pandora Nash-Karner made a motion to adopt logo #3, with the addition of the word “California” and to allow the marketing subcommittee to provide final approval to SOLVE. Jamie Wallace seconded the motion; motion carried.

- c. Discussion and Vote for Approval – Website Expenditures (Sue Wallis Williams): Pandora Nash-Karner made a motion to approve Sue Wallis Williams’ proposal as presented. Discussion: Sue’s services will be invoiced by SOLVE directly. Jamie Wallace seconded the motion; motion carried.
- d. Discussion and Vote for Approval – Renewal of Board Term for Bill Lee: Pandora Nash-Karner made a motion to accept a letter of intent to continue to serve on the Visit Los Osos/Baywood board from Bill Lee, pending receipt of said letter. Steve Vinson seconded the motion; motion carried.

**9. Future Agenda Items**

- a. Stewardship Travel Update – Katie Sturtevant
- b. Presentation and Vote for Approval – 2018 Wild & Scenic Film Festival, Brent Haugen
- c. Discussion and Vote for Approval – Reallocation of budget to fund Administrative Expenses
- d. Discussion – 2018-2019 fiscal year budget
- e. Discussion and Vote for Approval – Loop Map changes and re-print expense

**10. Closing Comments:**

- a. Pandora will not be in attendance of the March meeting. Bill should be back in May.
- b. The motor failed in the web cam that was purchased by VLOB; Surfline has provided a new camera.

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

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

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**12. Adjournment**

Adjourned at 10:41 a.m. (Jamie, Steve)