

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

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

Board Members Present:

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

Others Present:

Judith Cohen, SOLVE
Danielle Dubow, SOLVE
Brent Haugen, CCSPA
Katie Sturtevant, Stewardship Travel Program

Absent: Alex Benson, Baywood Inn (excused), Bill Lee, Back Bay Inn (excused), and Pandora Nash-Karner, Vacation Rental Owner (excused)
CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:05 a.m.
 2. **Public Comment:**
 - a. The next meeting date was incorrectly listed on the Agenda; VLOB will next meet on April 24th.
 3. **Consent Items**
 - a. Approval of 2/27/18 Minutes: Jamie Wallace made a motion to approve the Minutes of the February 27, 2018 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
 4. **Presentation**
 - a. 2018 Wild and Scenic Film Festival: The CCSPA held a successful event in 2017 with 300 participants at 3 locations. The festival will run from September 27th through September 29th in 2018 and planning has started earlier for better promotion. A family component is being incorporated in Los Osos on Saturday morning and afternoon to include activities and kid-friendly film showings. Brent created and presented a customized proposal for Visit Los Osos/Baywood, which creates a sponsoring partnership relationship. The amount of funding requested is \$5,000 and includes the VLOB logo on all marketing materials, 20 admission tickets, 30 guest passes to Natural History Museum, and more. The event serves as a great platform for promotion of the Stewardship Travel program. Brent would love to promote any lodging packages offered to increase and drive overnight stays for the event. He believes the draw to stay in Los Osos would be the family-friendly component and because it will be on Saturday. Brent also mentioned that last year's showing in Los Osos was the largest in regards to attendance, with about 140 attending.
 5. **CBID Update**
 - a. Local Fund Stat Summary: An 8-page draft of the Strategic Marketing Framework will be presented at tomorrow's CBID meeting with potential rollout presentation to the LFAs on April 25th. Participation from local fund members is encouraged.
 - b. The next CBID board meeting is scheduled for Wednesday, March 28th at 12:00 p.m. at the Apple Farm.
 6. **Financials**
 - a. The total contribution through January was 3.05%. Further details will be discussed in Action Items.
 7. **Committee Reports**
 - a. Events and Marketing
 - i. Events: No report at this time.
 - ii. Marketing Subcommittee/SOLVE update: The logo has been completed and approved and was presented to the board with the color palette. A review of the website is currently taking place and Jamie encouraged each board member to take some time to review as well and provide feedback. SOLVE and Sue-Wallis Williams were thanked by Jamie for going above and beyond.

Content is still needed. Social media numbers are slowly increasing each month, but no statistics are available for website views and clicks. A new series of ads are being created including the "Wildly" concept, with some already being used on Facebook. An e-mail blast is scheduled to go out in April. A June photo contest is being aimed for, with the exact messaging to be determined; however, a prize has not been decided on.

- b. **Beautification and Outreach:** Celebrate Los Osos was successful in getting a Coastal Development Permit waiver from the Coastal Commission for the viewing machine at Sweet Springs Nature Preserve and the BIG grant application has been submitted to the County. The Red Barn is being painted in April and volunteers will be needed for 3-4 hour shifts.
- c. **STP Liaison**
 - i. **Stewardship Travel Update – Katie Sturtevant:** The program has been a great benefit for the CBID and continues to move forward. The Coastal Discovery and Stewardship Celebration was a huge success this year, with 4,000 attendees to the Hearst Castle film showing (compared to 150 in 2017). While tracking of the attendees is difficult to do, it was felt that the locals represented a large majority due to inadvertent local promotion. Hearst Castle tours were driven up in the months of January and February as a likely result. Katie is happy to help brainstorm to create lodging packages for future Celebrations. Wildlife Viewing and Stewardship Tips are available if needed; Katie will provide a digital version to SOLVE. Katie provided a packet which included Press Releases, a feature in the Pasadena Independent on the Whale Trail, and additional information. The Kind Traveler partnership has gone really well, with 72,000 names being provided to the CBID for a \$6,000 investment, and another promotion to come. Katie is working on a Heritage and History Trail along the Highway 1 Discovery Route with featured points of interest; however, no timeline is available at this time.
- d. **CCSPA:** Update previously provided from Brent Haugen.

8. New Business

- a. **Discussion and Vote for Approval – 2018 Wild & Scenic Film Festival, Brent Haugen:** The concept is great, but the reach to visitors and conversion to overnight stays is missed. September is often a busy time for lodging properties. The budget will not allow for a sponsorship of \$5,000, but it is felt that some sort of support should be offered. While a partnership is desired, monetary support of this specific event may not be available. It was suggested that Visit Los Osos/Baywood offer support by sending an e-mail blast to its subscribers on behalf of the CCSPA, to promote the event. CCSPA would need to create a template with their content and VLOB will send to their e-mail database, which should serve as an incredible marketing resource. Future discussion will take place in regards to VLOB becoming a corporate sponsor and in what ways VLOB can help drive people to CCSPA in the future.
- b. **Discussion and Vote for Approval – Reallocation of budget to fund Administrative Expenses:** Administrative expenses are currently under-budgeted by about \$2,000 and the marketing budget is over-budget by about \$5,000. It was suggested that the Administrative Expenses category be changed from a percentage to a flat figure. Gary Setting made a motion to realign Administrative Expenses from 10% of the overall operating budget to \$4,500 per fiscal year. Jamie Wallace seconded the motion; motion carried.
- c. **Discussion and Vote for Approval – Reassignment of website updates:** Paul Irving recommended that his website updating responsibilities be relinquished to SOLVE/Sue Wallis-Williams as of April 1st. Jamie Wallace made a motion to reassign the website updating services from Paul Irving to SOLVE at a rate of \$100/month through the end of the current fiscal year (June 2018). Steve Vinson seconded the motion; motion carried. A proposal for Website/Content services was included at an amount of \$350 per project and would include a complete content review and refresh update, and optimizing of keywords for Search Engine Optimization. Jamie Wallace made a motion to approve \$350 for content updates to SOLVE. Steve Vinson seconded the motion; motion carried. Cheryl suggested that a contingency fund be created and approved for SOLVE to eliminate paperwork and the requiring of motions for updates and services such as these in the future.

- d. Discussion and Vote for Approval – Squarespace plan upgrade: Not discussed due to time constraints.
- e. Discussion and Vote for Approval – FAM Trip (No Back Home Travel): The Los Osos/Baywood Rural Road Trip promotion gained the interest of a recognized influencer with a substantial social media following. A level of funding would need to be approved for her stay, although she would select her accommodations. A guide is not needed; however, the logistics of her visit would need to be set up and a board member should meet with her once. Cheryl mentioned that travel expenses could possibly be a shared expense with Santa Maria. Jamie Wallace made a motion to approve \$1,000 for the FAM trip, with Melissa coordinating the visit with Jamie and Cheryl's assistance. Steve Vinson seconded the motion; motion carried. Jamie volunteered to meet with Karilyn during her stay. She was interested in coming in April, but Melissa will reach out and see if the fall will work with her schedule. A fall stay could help benefit promotion for the shoulder season.
- f. CAO Performance Appraisal: Completed.

9. Future Agenda Items

- a. Discussion – 2018-2019 fiscal year budget (May)
- b. Discussion and Vote for Approval – Loop Map changes and re-print expense
- c. Discussion and Vote for Approval – Contingency Fund for SOLVE

10. Closing Comments:

- a. It was requested that a future discussion regarding redesigning of the tote bags occur when the current inventory gets low.
- b. There is a current lack of attending board members and their presence is needed to contribute their thoughts and ideas, as well as help make decisions. It was requested that the members be asked to send representatives in their place if they are not able to fulfill their board requirement.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, April 24th

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Adjourned at 10:59 a.m. (Jamie, Steve)