

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

Draft Meeting Minutes
April 24, 2018 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Alex Benson, Baywood Inn
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:

Judith Cohen, SOLVE
Danielle Dubow, SOLVE
Haley Ramos, Baywood Inn

Absent: Bill Lee, Back Bay Inn (excused)

CBID: Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Gary Setting at 9:06 a.m.
 2. **Public Comment:**
 - a. Open Studios "Save the Date" cards were distributed – taking place on October 13th & 14th and October 20th and 21st.
 - b. The next VLOB meeting date is May 22nd, not May 27th as the Agenda states.
 - c. Barefoot Concerts on the Green lineup at Sea Pines announced and postcards were distributed.
 - d. The new Los Osos/Baywood Park Chamber Directory was distributed.
 - e. A "Thank You" card was received from Celebrate Los Osos for contribution of funds for the Red Barn restoration.
 3. **Consent Items**
 - a. Approval of 3/27/18 Minutes: Jamie Wallace made a motion to approve the Minutes of the March 27, 2018 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried with Pandora Nash-Karner abstaining as she was not present.
 4. **CBID Update**
 - a. Local Fund Stat Summary: The CBID's Strategic Marketing Framework session will take place tomorrow at the Cambria Pines Lodge from 2:00 p.m. to 4:00 p.m. Cayucos has provided funding, in partnership with other local organizations, for installation of two whale tail benches at the 1st Street Public Beach Access, which they have also provided funding for. Cheryl will be attending a US Travel Association conference in August. SLOCAL Tourism Exchange is taking place on May 8th from 11:00 a.m. to 4:30 p.m.
 - b. TOT Report by Area/Lodging Type: TOT Reports were reviewed and broken down from the 2011/2012 fiscal year to the 2017/2018 fiscal year. Several reports were provided including one that breaks down percentages of collection by community and lodging type.
 - c. The next CBID board meeting is scheduled for Wednesday, April 25th at 12:00 p.m. at the Cambria Pines Lodge.
 5. **Financials**
 - a. The total contribution through February was 2.96%. A current budget report was provided and updated to reflect the increase in Administrative Expenses.
 6. **Committee Reports**
 - a. Events and Marketing
 - i. Events: No report at this time.
 - ii. Marketing Subcommittee/SOLVE update: SOLVE distributed a draft of the newsletter, which is ready to be sent out and was delayed several times due to type-o(s) and edits that needed to

be made to the Destination Planner. A couple more edits will be done on the website and Sue Wallis will be attending in May to present the changes. The social media numbers are slowly increasing and it is encouraged that board members engage in commenting on posts and reviewing the page.

b. Beautification and Outreach:

- i. The Red Barn restoration went really well with more volunteers showing up than needed. The project also received local press.
- ii. A Coastal Development Permit was obtained in 8 days for the Beautification and Infrastructure Grant application for the viewing scope.
- iii. Celebrate Los Osos is open to new projects and ideas that can be completed by volunteers without too much work.
- iv. Discussion on how to bring more attention to the fact that Los Osos is the "Gateway to Montaña de Oro". The marketing committee will look into how to incorporate and promote this idea.

c. STP Liaison: No report at this time.

d. CCSPA: No report at this time.

7. New Business

- a. Discussion – 2018-2019 Fiscal Year Budget: Based on the current budget report, it is safe to assume that there will not be much of a carryover for the next fiscal year, if any. The budget will be based almost solely on collection, which is approximately \$23,500. It was recently decided to maintain the Administrative Expenses as a fixed amount rather than a percentage. Discussion followed regarding possibility of moving numbers around: \$16,000 - \$20,000 for Marketing; \$4,000 for either Long Term and/or Contingency funds. Melissa will draft a 2018/2019 budget for presentation at the May meeting.
- b. Discussion and Vote for Approval – Contingency Fund for SOLVE: Not discussed.
- c. Discussion – Loop Map revisions: Inventory of the current loop map is very low. A reprint would include the new logo and the loop would be renamed. Sea Pines uses the map often to show what there is to do in the area and uses as a directional map; it was requested that directional arrows be added (ex: "to SLO"). It was requested that each board member take a copy home and make a list of changes they would like to see. Melissa will consolidate the ideas. Further discussion will take place with Cheryl, as the CBID may partner in making changes and creating a county-wide map and/or heritage trail map.

8. Future Agenda Items

- a. Discussion and Vote for Approval – 2018-2019 fiscal year budget
- b. Discussion and Vote for Approval – 2018-2019 SOLVE Proposal
- c. Discussion and Vote for Approval – Loop Map Reprint

9. Closing Comments: None

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, May 22nd

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 10:25 a.m. (Alex, Pandora)