

## Visit Los Osos/Baywood

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

### Draft Meeting Minutes

May 22, 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:

Danielle Dubow, SOLVE  
Haley Ramos, Baywood Inn

**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 9:05 a.m.
  2. **Public Comment:** None
  3. **Consent Items**
    - a. Approval of 4/24/18 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the April 24, 2018 meeting as written with no additions or corrections. Jamie Wallace seconded the motion; motion carried.
  4. **CBID Update**
    - a. Local Fund Stat Summary: Cambria has partnered with Zagstar to create a bike sharing program. The CBID region is up 9% year-over-year in the first quarter.
    - b. Vacation Rental Activity Report: A report showing the number of licensed vacation rentals per area as well as the percentage of those that reported TOT was provided from 2015 through 2017. The report shows that there is an average of 39% of licensed vacation rentals in the unincorporated areas of SLO County not reporting TOT. Los Osos numbers range from 26% to 45%.
    - c. Strategic Planning Framework: The CBID Marketing Strategy review meeting took place last month and a summary was provided for those who were not in attendance. There was a consensus that each of the DMOs (CBID, SLOCAL, Visit California, etc...) have a different role and those roles were better defined.
    - d. The next CBID board meeting is scheduled for Wednesday, June 20<sup>th</sup> at 12:00 p.m. at the Apple Farm.
  5. **Financials**
    - a. The total contribution through March was 3.04%. A current budget report was provided as well as a "bottom line" budget, which showed that as of 3/31/18, the board is over-budget by approximately \$4,200.
  6. **Committee Reports**
    - a. Events and Marketing
      - i. Events: No report at this time.
      - ii. Marketing
        1. Subcommittee Update: A meeting was held to discuss updating the loop map. The marketing strategies of SLOCAL and the CBID were reviewed to get an idea of the target audiences and the map was refined accordingly. Pandora provided a list of the proposed changes as well as estimated costs for printing and shipping; a cost from SOLVE for reformatting will be needed. Denise suggested adding restaurant icons to the two areas where the majority of restaurants are located. It was also suggested that the Farmer's Market and Morro Bay Golf Course be added. The Los Osos/Baywood planner has been printed and distributed to lodging properties and the Chamber; a call to action for

tracking would be great. Potentially, the committee would like to create a rack card for distribution at the California Welcome Centers. A contract would need to be put in place for distribution of the pocket planner at the Welcome Centers. Melissa will reach out to Jennifer Little, the Tourism Manager at the City of Morro Bay, and invite to the June meeting to discuss a potential partnership; Gary and Jamie offered to attend a meeting in Morro Bay if more convenient for her. Steve mentioned that photos can be added to Google Earth, showing photos of the area. Steve has added several, which have been viewed thousands of times; it was suggested that the board consider adding quality photos.

**2. SOLVE update**

- a.** Social media numbers are incrementally growing, although the e-mail subscribers list as decreased in size (the first e-blast went out and people unsubscribed), but the click through rates were good. There was a 64% increase in users on the website after the blast was sent out. SOLVE will re-send to those who didn't open the e-mail. Sue Wallis-Williams has resigned, so SOLVE will now be updating the website.
- b.** 2018-2019 Proposal: Discussion took place regarding the proposal details as well as costs. Total annual would be \$22,813.96; without creation of a video would be \$19,313.96. The proposed budget doesn't currently allow for an approval of \$23,000; however, a lower amount can be approved and a video may still be created later if collections are higher than anticipated.
- b.** Beautification and Outreach: The barn has been painted and signage is being installed on Thursday, with an unveiling party on Friday from 5:00 p.m. to 8:00 p.m. The follow up report will take place in June or July. The BIG committee has met, with applications going back to the County; Nikki may reach out to applicants with questions.
- c.** STP Liaison: A History and Heritage Trail is in the works and should be a great asset.
- d.** CCSPA: No report at this time.

**7. New Business**

- a.** Discussion and Vote for Approval – Squarespace Plan: This item is for the hosting of the website on Squarespace. The invoice, for the 4/1/18 to 3/31/19 time frame, will be re-sent in June to be paid out of the 2018-2019 contingency fund.
- b.** Discussion and Vote for Approval – 2018-2019 Fiscal Year Budget: Gary Setting made a motion to approve "Option C" as shown on the 2018-2019 Fiscal Year Proposed Budget (\$20,000 for Marketing; \$4,500 for Administrative Expenses; \$840 for Memberships/Sponsorships; \$840 for Beautification/Outreach; and no contribution to Long-Term Capital Reserve); Jamie Wallace seconded the motion. Motion carried.
- c.** Discussion and Vote for Approval – 2018-2019 SOLVE Proposal: Jamie Wallace made a motion to approve SOLVE's Marketing Proposal, for the 2018-2019 fiscal year beginning July 1, 2018, for an amount not to exceed \$20,000. Pandora Nash-Karner seconded the motion. Motion carried.
- d.** Discussion and Vote for Approval – Loop Map Reprint: Previously discussed under Marketing.

**8. Future Agenda Items**

- 9. Closing Comments:** Pandora will not be in attendance of the June or July meetings. Cheryl will not be in attendance of the June meeting. Pandora spoke with Bill, as he is back in Los Osos. Gary will reach out to see if Bill can send a representative in his place or if he resigns, the representative can serve as a board member.

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

Date: Tuesday, June 26<sup>th</sup>

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**11. Adjournment**

Adjourned at 10:34 a.m. (Jamie, Pandora)