

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

Draft Meeting Minutes

October 23, 2018 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Alex Benson, Back Bay Inn
Pandora Nash-Karner, Vacation Rental Owner
Steve Vinson, LOBP Chamber of Commerce
Jamie Wallace, Cal Poly (Chair)

Others Present:

Jeremy Armstrong, Back Bay Inn
Katie Lee Armstrong, Back Bay Inn
Judith Cohen, SOLVE

Absent: Bill Lee, Back Bay Inn (excused) and Denise Robson, Vacation Rental Owner (excused)

CBID: None

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1. **Call to Order:** By Chair Jamie Wallace at 9:05 a.m.
 2. **Public Comment:**
 - a. Open Studios went well with 31 artists in Los Osos. While overall attendance was down, there were out-of-area visitors. Promotion through SLOCAL and Arts Obispo would be very beneficial.
 - b. SLOCAL is hosting an educational symposium tomorrow morning at 8:00 a.m. to 12:00 p.m. at SLO Brew Rock. Tickets include breakfast and are \$25 for lodging members and \$35 for non-lodging members.
 - c. Jamie attended the Morro Bay TBID meeting and brought Los Osos/Baywood bags. They voted to approve participation in the AMGEN bicycle race again, which will run between \$30,000 and \$50,000. It was discussed how Los Osos/Baywood can get involved, such as possibly creating and displaying a banner or hosting a booth.
 3. **Consent Items**
 - a. Approval of 9/25/18 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the September 25, 2018 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
 4. **CBID Update**
 - a. Local Fund Stat Summary: The Highway 1 Discovery Route map has been revised and distributed; let Melissa or Cheryl know if not received at lodging properties. A key-word driven campaign will begin soon with Los Osos/Baywood being one of the first areas for promotion – a list of the key words will be requested from Cheryl. The CBID region is up 7.7% year-over-year in August. Eroica California will be hosted in Cambria in 2019 rather than Paso Robles and three LFAs (San Simeon, Cambria, and Cayucos) have provided sponsorships for the event.
 - b. BIG Projects Funded: A list of the project applications was provided as well as the amounts that were awarded, if any. The total funding in 2018 was \$100,000; however, the amount in 2019 will be closer to \$90,000. The guidelines are firm and all permits and costs need to be in place for the application to be submitted.
 - c. The next CBID board meeting is scheduled for Wednesday, October 24th at 12:00 p.m. at the Apple Farm.
 5. **Financials:** Contribution through August was 3%. The budget report was updated and reviewed. \$10,000 remains in the Long-Term Capital Reserve account; however, there is nothing budgeted to contribute to the account this fiscal year. If there is a balance at the end of the fiscal year, that amount can be contributed to the Capital Reserve fund.
 6. **Committee Reports**
 - a. Events and Marketing
 - i. Events: Oktoberfest is taking place on Sunday and will include a pancake breakfast by Kiwanis Club, foot race, and live music starting at 10:30 a.m.

- ii. Marketing: The social media channels continue to see incremental growth. Video views are down; however, there is not much video content available. Discussion included the CBID obtaining more content (in progress); potential drone footage; and the idea of reaching out to guests and having them use a hashtag to share their photos and videos. A prize for the photo contest can be provided by lodging properties *only if* the opportunity to participate in donating is provided to all Los Osos/Baywood lodging facilities, including individually owned vacation rentals. A newsletter was sent out in October as well as a follow up re-send. Pandora mentioned that more emphasis should be put on the Open Studios Tour, extended stays, and heavy promotion around the Cow Bear. Katie suggested that a discussion take place to create an event-driven, month by month marketing plan, with each month focusing on a specific event.
- b. Beautification and Outreach: The Viewing Machine unveiling took place at the Sweets Springs Nature Preserve platform and went well. Funding was provided by the County Beautification and Infrastructure Grant. Celebrate Los Osos will not disband after Mimi's passing and is looking for new board members as well as achievable and volunteer-friendly projects for 2019 (\$5,000 or more for BIG projects). The County has promised Celebrate Los Osos reclaimed water along the median of Los Osos Valley Road for years. After re-irrigating and refurbishing the median, the water bill runs about \$600 every two months and Pandora has informed the County that Celebrate Los Osos will no longer pay it. A long-term solution is needed. Celebrate can continue to maintain the median as long as the water issue is addressed.
- c. STP Liaison: The Coastal Discovery and Stewardship Celebration will be discussed at the November meeting; Melissa will invite Katie Sturtevant.
- d. Chamber Liaison: Oktoberfest is on Sunday and the Christmas Parade is coming up in December. SLO's Christmas parade is taking place the night before, so it is hoped that some of the floats can be used in the Los Osos parade as well.
- e. Vacation Rental Update: The Los Osos Citizens Advisory Council has created a list of Vacation Rental Guidelines, which were approved at the June 28th meeting. The guidelines were included in the board packet for review. Steve encouraged board members to review the LOCAC minutes of the last meeting. The guidelines will need to be approved by the Planning Commission, the Board of Supervisors, and the Coastal Commission. The guidelines do not address enforcement, which is currently lacking in the County.
- f. CCSPA: Laura will be invited to the November meeting to discuss potential Coastal Discovery and Stewardship Celebration ideas.

7. New Business:

- a. Discussion and Vote for Approval - 1st Street Project Letter of Support: A continuance was issued at the Planning Commission Meeting. Jeremy would like to invite the public to a meeting for further discussion so that they can better understand the potential outcome of the project. Alex made a motion to approve the drafting of a letter of support for the project, which will be presented at the November meeting; Pandora seconded the motion. Motion carried. Once approved, the letter will be provided to the Planning Commission for review at the next meeting when the topic will be discussed. Jeremy will provide details of the project and send to Melissa.
- b. Discussion and Vote for Approval - Vacation Rental(s) Letter of Support: Melissa will draft a letter of support that will be sent to the Los Osos Citizens Advisory Council with carbon copies to the Planning Commission and Board of Supervisors. Steve will provide list of facts. Pandora made a motion to approve the drafting of a letter of support for Vacation Rentals; Alex seconded the motion. Motion carried.
- c. Discussion and Vote for Approval - Google Ads (SOLVE): The proposal was reviewed at the September meeting. Tracking would not be available unless lodging properties could report on referrals that came from the VLOB website. Unfortunately, the budget for the ads is not available. It was suggested that the idea be tabled until seeing results of the CBID's new marketing strategies.
- d. Discussion and Vote for Approval - Themed Photo Contest (SOLVE): This will be moved to the November meeting so that prize details can be discussed with Cheryl. In the meantime, Melissa will e-mail constituents and see if anyone is willing to participate in donating to a prize package for the photo contest.

8. Future Agenda Items

- a. Prize for Photo/Video Contest
- b. LOVR median water bill
- c. Kristine Robertson – SLOCAL Advocate
- d. CAO Thanks and Feedback
- e. Discussion regarding promotion of events (Open Studios) through SLOCAL
- f. Discussion regarding CDSC Packages/Collaboration with CCSPA

9. Closing Comments

- a. Pandora will work with her nephew in trying to get drone footage for video assets.
- b. Alex will not be in attendance of the November meeting.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, November 27th

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 10:57 a.m. (Pandora, Denise)