

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

Draft Meeting Minutes

November 27, 2018 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Pandora Nash-Karner, Vacation Rental Owner
Denise Robson, 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
Danielle Dubow, SOLVE
Alissa Maddren, CCSPA
Christine Robertson, SLOCAL
Michael Wambolt, SLOCAL

Absent: Alex Benson, Baywood Inn (excused) and Bill Lee, Back Bay Inn (excused)

CBID: Cheryl Cuming, CAO

1. Call to Order: By Chair Jamie Wallace at 9:04 a.m.

2. Public Comment

- a. Roundtable introductions were made.
- b. The Chamber did a great job with Oktoberfest. Jamie mentioned that VLOB should consider hosting a booth in the future as a way to reach out to the community and create dialogue with locals.
- c. Jamie and Pandora met with the President of Arts Obispo to discuss how Open Studios can be better marketed in the future. Unfortunately, Arts Obispo had recently lost staff members which resulted in no marketing for the events in 2018; however, they are committed to promotion in 2019.

3. Consent Items

- a. Approval of 10/23/18 Minutes: Pandora made a motion to approve the Minutes of the October 23, 2018 meeting as written with no additions or corrections. Steve seconded the motion; motion carried.

4. CBID Update

- a. Local Fund Stat Summary: The New York Times included a great feature on Highway 1; Hilary has been doing a great job in obtaining PR wins. January 12th through February 28th will be the Coastal Discovery and Stewardship Celebration with the re-showing of Disney's "Oceans" at Hearst Castle, with two showings each Saturday during the celebration. More information will be coming on all the events taking place. Katie is working on the History & Heritage Trail, which will be launched soon.
- b. Marketing Summary: The summary was reviewed with three campaigns occurring between October and April. They will be reinforcing the message that "Highway 1 is Open" and will target the "Freewheeling Soul Seeker" and the "Mama Soul Seeker", as well as featuring the Coastal Discovery and Stewardship Celebration.
- c. Media Plan: The media plan was briefly discussed and reviewed with an overall \$431,000 spend and almost 74 million impressions (clicks, leads).

- d. 2019 BIG Application: The County has released the 2019 Application and was included in the board packet. Applications should be completed and submitted by January 18th.
 - e. The next CBID board meeting is scheduled for Wednesday, November 28th at 12:00 p.m. at the Apple Farm.
5. **Financials:** The budget report was updated through September and reviewed.
6. **Committee Reports**
- a. Vacation Rental Update
 - i. Discussion with Christine Robertson: Christine is the Vice President of Community Engagement & Advocacy. The strategy being used around short-term rentals (STR) involves engagement and is called Destination Management Strategy. It is being found that “over-tourism” is creating a backlash in communities and the best solution is to mitigate potential problems before they become big issues. The policies are tending to be reactionary and don’t necessarily reflect economic and community goals. The County is very diverse with each community having their own unique characteristics and politics. The three most significant arguments against STR include a) Nuisance (parking, congestion, noise, etc...); b) Character of Community (the demise of a “neighborhood”); and c) Contribution to the lack of affordable housing; each argument requiring different strategies and responses. Steve provided the statistics from Los Osos/Baywood: 18-25 complaints, with none stemming from STR and .24% (16 total) of the Los Osos/Baywood housing stock are active vacation rentals. Los Osos/Baywood is quite different than other communities and the Chamber would like to see more STR. Thoughtful regulations are desired; however the enforcement for tight restrictions is not in place. It was recommended that a percentage of the AIRBNB funds (such as the unanticipated amounts that will be received from the “underground” rentals) collected be used for enforcement in the communities. Countywide data is needed to back the arguments for a fact-based dialogue. VRMA (Vacation Rental Management Association) is working on a system called “Insight”, which may help provide needed statistics. A diversity of lodging options is needed; enforcement is needed; and regulations that make sense are needed. SLOCAL is engaging with the Coastal Commission to see what role they will be taking in regards to the STR industry (there is currently a strong difference of opinions between commissioners and staff) and the Commission will be meeting to discuss the topic in early 2019. Communities can help by assembling data for rebuttals. The CBID is open to participating in co-funding efforts if needed. Denise suggested to County Planning that a Processing Fee be charged for the MUP process rather than a non-refundable fee. Michael distributed a copy of “VRMA Voice – Vacation Rental Messaging Guide”, which acts as a playbook for advocacy.
 - b. Stewardship Travel and CCSPA
 - i. Discussion re: Coastal Discovery and Stewardship Celebration with Katie Sturtevant and Alissa Maddren: Brent Haugen left the organization at the end of August and Alissa came on in September. A new Executive Director came on at the beginning of September as well, who replaced Laura Albers. Alissa stated that it is a time of transition and opportunity in the organization. The CCSPA’s Holiday Open House is coming up December 13th to the 15th. While they would like to have the ranch house open more hours, they do not have control over State Park volunteers. Katie will connect with Alissa to discuss the Stewardship aspect, as Alissa is new and would like more information (Melissa will provide her with Wildlife Tips, Maps, and tote

bags for the Spooner's Ranch House). A list of packages used in the past for the Celebration was distributed as examples for lodging properties to consider in 2019.

- c. Events and Marketing
 - i. Marketing Subcommittee/SOLVE Update: A new video ad is running with stats to in December. The newsletter went out and utilized the new CBID photos. Next newsletter will go out around January and will include promotion of the Coastal Discovery and Stewardship Celebration. Danielle suggested that an event be created on Facebook, which could include lodging packages.
 - 1. Photo Contest: "Wildly Wildlife" Photo Contest will take place in February or March with the winner receiving two tickets for whale watching (to be voted upon at the next meeting). The expense can be invoiced by either SOLVE or Melissa.
- d. Beautification and Outreach
 - i. LOVR Median water issue: Celebrate Los Osos is meeting with the County next Tuesday. They are only being offered 10% off of the water cost although Celebrate created the entire infrastructure. Discussion followed and Cheryl offered the idea of an artist creating beautification structures or outdoor art to place on the median, which would not require water or foliage, and then submitting an Application for the BIG program to fund the purchase and installation of the art.
- e. Chamber Liaison: The Christmas Tree Lighting and Fundraiser will take place on December 7th and the Christmas Parade will follow on December 8th at 10:00 a.m. The Kiwanis Club will have a pre-parade pancake breakfast and the Maxine Lewis Memorial Homeless Shelter Fundraiser will follow the parade.

7. Action Items

- a. Discussion and Vote for Approval – Letter of Support for 1st Street Project in Baywood: Cheryl mentioned that emphasis should be made on the impact to visitors and tourism. While Jeremy provided an extensive amount of information, the draft letter simply stated the support from this board. Melissa will send both letters to the board and request their recommendations for edits and then will re-draft for presentation and approval at the next meeting. Jeremy is planning on calling a community meeting to discuss further, provide any information that may be lacking, and listen to and address any concerns that residents may have.
- b. Discussion and Vote for Approval – Letter of Support for Vacation Rentals: Melissa will work with Steve on drafting a letter.

8. Future Agenda Items

- a. CAO Thanks and Feedback
- b. Discussion for Co-Ops Montana de Oro
- c. Discussion and Vote for Approval – Acceptance of Resignation Letter, Bill Lee
- d. Discussion and Vote for Approval – Acceptance of Board Application, Katie Lee
- e. Discussion and Vote for Approval – Letter of Support for 1st Street Project in Baywood
- f. Discussion and Vote for Approval – Letter of Support for Vacation Rentals

9. Closing Comments: None

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, December 18th

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 11:03 a.m.