

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

**Draft Meeting Minutes**

December 18, 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:**

Judith Cohen, SOLVE  
Alissa Maddren, CCSPA

**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 Jamie Wallace at 9:10 a.m.
2. **Public Comment:**
  - a. Jamie is looking forward to the board's future with its great energy and wishes everyone Happy Holidays.
  - b. Pandora has launched her new website.
  - c. Denise watched the Los Osos Christmas Parade on TV. She felt it could use some TLC and become more holiday-focused with some support. Unfortunately, the Chamber wasn't successful in bringing floats in from the San Luis Obispo Christmas Parade.
3. **Consent Items**
  - a. Approval of 11/27/18 Minutes: Pandora made a motion to approve the Minutes of the November 27, 2018 meeting as written with no additions or corrections. Denise seconded the motion; motion carried.
4. **CBID Update**
  - a. Local Fund Stat Summary: The Coastal Discovery and Stewardship Celebration flyer will be sent to Melissa and Judith this afternoon and will be distributed to lodging properties soon. An e-mail will be sent to constituents encouraging promotion of the celebration. The History and Heritage Trail has 21 locations along the Highway 1 Discovery Route and an interactive page with the 21 sites will launch soon. Pandora asked about how to obtain PR coverage for sharing articles; Cheryl will send to Melissa who will forward to the board. A new flight from the SLO Airport to Dallas/Fort Worth will begin in April.
  - b. SLOCAL has been involved in the housing conversation with the Board of Supervisors. They are potentially going to place an impact fee on Vacation Rentals, which would not require a vote by the public. Christine Robertson suggested that each area gather facts to prove that vacation rentals do not affect the long-term housing situation. Christine will be with SLOCAL through May, but will unfortunately be leaving the organization in June. Cheryl encouraged board members to have conversations with Bruce Gibson, who is opposed to vacation rentals and has the largest number of vacation rentals in his district.
  - c. The next CBID board meeting is scheduled for Wednesday, December 19<sup>th</sup> at 12:00 p.m. at the Apple Farm.

5. **Financials:** The budget report was updated through October and reviewed. Collection through October was 2.95%. The Airbnb collection funds have not yet been reflected, but will result in a lump sum distribution when they have been recorded. Also, the County has been conducting a carryforward audit, which will also result in additional funds to each LFA.
6. **Committee Reports**
  - a. Events and Marketing
    - i. Marketing Subcommittee/SOLVE Update: Incremental growth on social media continues. Facebook is changing its pricing, so SOLVE is working with that challenge. The photo contest is coming up; it was encouraged that SOLVE use the “Wildlife Tips” when promoting the contest to protect the wildlife when participants are shooting. Judith will be out getting content this morning, including the holiday-themed bear on South Bay Blvd.
  - b. Beautification and Outreach
    - i. Celebrate Los Osos has a few projects lined up for next year including remodeling of the median strip, which they hope to have funded through the BIG.
  - c. Vacation Rental Update: Melissa has started a draft letter; however, needs more feedback on what the letter should include. It was decided to focus on the impact the proposed guidelines, if approved, would have on tourism. As a follow up to Christine Robertson’s visit, it was suggested that the board also provide a letter to SLOCAL requesting that research and data be collected for the fight in support of Short Term Rentals. The overall approach being the benefit that tourism has and that SLOCAL could help bring advocacy and support to the Board of Supervisors. Steve will be writing a letter to County Planning on behalf of the Chamber stating that the proposed guidelines from LOCAC needs to be brought back to the public for further outreach.
  - d. Stewardship Travel: No report at this time.
  - e. CCSPA: Alissa is meeting with Cheryl at 3:30 p.m. Alissa could decide to sell the tote bags to benefit CCSPA.
  - f. Chamber Liaison: New President Marshall Ochylski will be coming in for 2019 and will be installed on Friday, January 18<sup>th</sup> at the Community Awards Dinner and Installation at the South Bay Community Center. Jamie would like to attend a Chamber board meeting as an introduction to Visit Los Osos/Baywood; their next meeting will be in February.
7. **Action Items**
  - a. Discussion and Vote for Approval – Acceptance of Resignation Letter, Bill Lee: No letter received; will table to January meeting.
  - b. Discussion and Vote for Approval – Acceptance of Board Application, Katie Lee: No application received; will table to January meeting.
  - c. Discussion and Vote for Approval – Letter of Support for 1<sup>st</sup> Street Project in Baywood: Steve made a motion to approve the letter with the discussed changes; Pandora seconded the motion. Motion carried.
  - d. Discussion and Vote for Approval – Letter of Support for Vacation Rentals: Pandora made a motion that the board direct Jamie and Melissa to compose a letter to the Board of Supervisors, the SLO County Planning Commission, and SLOCAL showing their support of Short Term Rentals. Discussion: Jamie would appreciate the feedback of the vacation rental owners, Denise and Pandora, communicated through Melissa. Steve seconded the motion. Motion carried.
8. **New Business**
  - a. Potential Co-Ops with Montana de Oro: Discussion took place on how the board can work with Alissa. It was suggested that a large, interpretive sign of the loop map be installed at

Montaña de Oro, which could potentially be funded through the BIG program. The signs at the entry points of Los Osos/Baywood need refurbished as well. It was also suggested that visitor information could be posted in the window of the Spooners Ranch House or a kiosk could be installed.

**9. Future Agenda Items**

- a. Continued conversation regarding CCSPA Co-Ops at Montaña De Oro

**10. Closing Comments:**

- a. The CBID did a test run on SEO words with Los Osos/Baywood and Cheryl will provide results at the next meeting.
- b. Jamie thanked all the board members for their volunteered time and continued dialogue, as well as thanks to Melissa and Cheryl. Appreciation to Jamie was also expressed for stepping up as the Board's Chair.

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

Date: Tuesday, January 22<sup>nd</sup>

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**12. Adjournment**

Adjourned at 10:24 a.m.