

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

Draft Meeting Minutes

January 22, 2019 – 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

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 9:06 a.m.
2. **Public Comment:**
 - a. Jamie wished everyone a Happy New Year. Jamie would like the board's 2019 "Resolution" to be moving forward with collaborations with other organizations, such as the Chamber, CCSPA, the City of Morro Bay, etc... Jamie may attend the upcoming LOCAC meeting. Steve requested that Jamie discuss collaboration with the Chamber board as well.
 - b. The rains brought back the Sahara Mustard and Pandora encouraged everyone to pull the mustard if they see it.
 - c. Denise went out to Montaña De Oro over the weekend and it was very busy.
3. **Consent Items**
 - a. Approval of 12/18/18 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the December 18, 2018 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.
4. **CBID Update**
 - a. Local Fund Stat Summary: There has been an increase in web traffic with the launch of the "Open for Anything" campaign as well as Coastal Discovery and Stewardship Celebration. Opening weekend for the film showing went well with approximately 50 attendees. Jamie complimented the History & Heritage Trail. A hard copy of the Trail, with Wildlife Viewing Tips on the back, will be available. New assets, photos and drone footage, have been created with Los Osos/Baywood scheduled to be shot in April. Steve mentioned that photos can and should be added to Google, so visitors can see beautiful and picturesque photos rather than reading about the sewer. The CBID is looking at updating of Google sources and how to move that project forward, which will include the review of Wikipedia content as well. "Find Your Wonder" videos are on the Coastal Discovery and Stewardship landing page and 15 and 30 second promotional videos for the celebration have also been created. Hilary is currently attending a media reception in New York. 7 BIG Applications were submitted.
 - b. The next CBID board meeting is scheduled for Wednesday, January 23rd at 12:00 p.m. at the Apple Farm.
5. **Financials:** Updated financials are not yet available; however, the lump sum of collected Airbnb funds will be shown as of January 1st on the next available financial reports.

6. Committee Reports

- a. Events and Marketing
 - i. Marketing Subcommittee/SOLVE Update: Social media numbers are up, with a big increase in followers on Twitter. The total combined open rate for the January newsletter was 30%. Through the SEM collaboration with the CBID, website traffic increased 32%. The program showed success in the test areas, which will result in an additional \$30,000 - \$40,000 of CBID funding for the program. SOLVE is in the middle of designing the next photo contest, which is scheduled to launch on February 15th and will be titled "Wildly Natural". Judith provided a proposal for the creation of video content (one 30-45 second video and two 15 second videos) with use on social media and keyword optimization to drive traffic to the website for \$2500 - \$3500.
- b. Beautification and Outreach:
 - i. A grant has been submitted for design of the "remodel" of the median strip on LOVR. The design will take place during the first year and the second year will be implementation.
 - ii. Signs in Baywood and Montaña De Oro that would feature a large version of the loop map: the requirements for the state park are significant, unless there is a current sign that can be replaced; however, there are currently none to replace. The County has provided permission to replace the sign in Baywood near the flag pole, so funding may be requested from the Board in the near future.
 - iii. An interpretive history sign is being worked on for the red barn, which is celebrating its 100th anniversary. The school house needs re-painted; however, just the preparation is a large undertaking.
- c. Vacation Rental Update: Melissa attended the North County Advisory Council meeting in Cambria to discuss the topic of vacation rentals and the resident complaints seem to be very similar as those in Cayucos: the issues created by unlicensed vacation rentals (parking, noise, number of occupants, etc...) and the lack of enforcement on the County's part.
- d. Stewardship Travel: No report at this time.
- e. CCSPA: Alissa couldn't attend the meeting; no report at this time.
- f. Chamber Liaison: The Awards Dinner and Installation took place on Friday installing the Chamber's new board. The Chamber Retreat and planning of the year will be taking place soon, so hopefully Jamie and Steve can meet with the board prior to the retreat for discussion and brainstorming.

7. Action Items

- a. Discussion and Vote for Approval – Acceptance of Resignation Letter, Bill Lee: No letter received; will table to February meeting.
- b. Discussion and Vote for Approval – Acceptance of Board Application, Katie Lee: No application received; will table to February meeting.

8. Old Business

- a. Potential Co-Ops with Montana de Oro: This continues to be a work in progress.

9. Future Agenda Items

- a. Discussion: Road to Montaña De Oro
- b. Discussion and Vote for Approval: SOLVE video Proposal

10. Closing Comments:

- a. Denise found 31 vacation rentals on VRBO within one mile of Los Osos, and yet only 16 are active vacation rentals. Board members are encouraged to report any vacation rentals that are operating illegally.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, February 26th

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Adjourned at 10:41 a.m.