

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

Draft Meeting Minutes
February 26, 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
Katie Lee, Back Bay Inn (9:15 a.m.)
Alissa Maddren, CCSPA

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 9:05 a.m.

2. Public Comment:

- a. Jamie attended his first LOCAC meeting in January and a potential vacation rental was the “hot topic”. The meeting was an eye opener for Jamie, as the group appeared to be very opposed to the idea of a new vacation rental and tourism in general. Members of the community seem fearful that vacation rentals will “take over” and there will be more vacation rentals that owner occupied homes. Steve added that the vacation rental applicants lost their home in Santa Barbara to a fire and were hoping that the financial benefit of renting their Los Osos home would help them offset that loss; however, the attendees weren’t receptive. The applicants had also provided many extraordinary security measures that would offer extra protection for the rental and its neighbors, and still no support from the majority of the attendees. Resources need to be gathered; both the County and SLOCAL are each doing a study in regards to vacation rentals and their impacts, if any. Jamie also spoke to the Chamber board, which went well and was well received. Jamie also attended the discussion/meeting regarding the 1st Street Project and the community made it clear that they don’t desire or feel the need for tourism.
- b. Dean Sullivan has now taken over the Estero Bay News, formerly the Bay News. It was suggested that a monthly column be created to express support of tourism, provide education, and show the benefits to the community.

3. Consent Items

- a. Approval of 1/22/19 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the January 22, 2019 meeting as written with no additions or corrections. Steve Vinson seconded the motion; motion carried.

4. CBID Update

- a. Local Fund Stat Summary: A 2017/2018 year-over-year comparison showed Los Osos/Baywood up in TOT by 4.3%. Paso Robles is creating a 380-acre immersive, open air space called Sensorio that is set to open in the spring. Coastal Discovery and Stewardship Celebration is concluding soon.
- b. 2018 LFA Summary: A summary of each of the LFAs was provided showing total annual collections, projects funded, etc...

- c. The next CBID board meeting is scheduled for Wednesday, February 27th at 12:00 p.m. at the Apple Farm.
- 5. **Financials:** Total contribution was 3.65%. Airbnb collections were distributed and provided just over \$6,000 to the budget. The Carryover is also being reconciled, and may result in an additional contribution to the budget.
- 6. **Committee Reports**
 - a. CCSPA: The organization is currently working on the 2019 Wild and Scenic Film Festival, scheduled for September. The event in Los Osos will take place on a Friday evening at the Community Center. A “Butterfly Ball” will take place in SLO as a benefit for the monarch butterflies. A fungus has been discovered on milkweed grown near the coast (planting near the coast is now discouraged, and to instead encourage planting and growth 30 miles inland) and the fungus is actually killing the butterflies. The website, www.xerces.org has useful information to share and spread awareness. Mind Walks, a lecture series that takes place between January through March, have been well attended this year and begin at 10:15 a.m. on Mondays at the Inn at Morro Bay. The CBID did a photo shoot and the photos are available on their FLICKR page. Steve requested Alissa investigate a way to collect zip codes from campers. The State Park has a lot of restrictions, so it is difficult to obtain information, but Alissa will pursue the potential possibilities. Steve also suggested “text violations” and Pandora suggested a “text for info” sign, which would provide info for CCSPA events.
 - b. Stewardship Travel: Katie Sturtevant will be attending the May meeting and will provide an update at that time.
 - c. Beautification and Outreach:
 - i. A cleanup of the Cuesta Inlet will take place on a to-be-determined Saturday in March. Derelict boats cannot be removed, but can be posted with a notification that they are out of compliance and encouraged to be removed.
 - ii. Celebrate Los Osos is working on replacing the wayfinding side that fell over in Baywood. Pandora is finalizing the total costs and will approach the board once costs have been determined to request funding. The new sign will include a large version of the loop map.
 - iii. Celebrate Los Osos is attempting to create a way to direct traffic to Baywood from Los Osos.
 - d. Chamber Liaison: A Travel Presentation will take place on March 12th at noon at Trinity United Church; as the Chamber is sponsoring a trip to Ireland. Business Expo is on Thursday, March 14th at the South Bay Community Center from 5:30 to 7:00 p.m. It was suggested that Visit Los Osos be involved for community outreach, which would then require a brochure, tent, signage, etc... Due to timing, the Business Expo may not be possible, but should consider for future events such as Oktoberfest.
 - e. Vacation Rental Update: Previously discussed under Public Comment.
 - f. Events: No report at this time.
 - g. Marketing/SOLVE Update: Incremental growth across social channels continues. An e-blast went out on January 10th and was resent on January 15th with an overall open rate of 31.3%. The CBID Collaboration for SEM Advertising resulted in a 30% increase in users on the website, a 25% increase in sessions, and a nearly 34% increase in page views.
- 7. **Action Items**
 - a. Discussion and Vote for Approval – SOLVE Video Proposal: The video proposal was provided at the beginning of the fiscal year; however, the funds were not available to approve the proposal at that time. After discussion, it was decided that video content is an important

asset to have and the utilization on social media platforms is necessary. Steve would like to see the videos include content of the bay, children playing, dancing, musical events, etc..., rather than solely of the State Park. Pandora Nash-Karner made a motion to approve the proposal in the amount of \$3,500; Denise Robson seconded the motion. Discussion: after the addition of the Airbnb funds, the budget does allow for this expense. Motion carried.

- b.** Discussion and Vote for Approval – SOLVE Contingency Hours Proposal: Pandora stated that SOLVE has gone above and beyond and has previously provided more hours than they have charged for and they certainly deserve to be compensated for their time. There are several “out of scope” items that could be completed. Pandora Nash-Karner made a motion to approve the proposal for contingency hours up to 20 hours at \$100/hour for a total not to exceed \$2,000 through the end of the fiscal year, June 2019. Steve Vinson seconded the motion; motion carried.
- c.** Discussion and Vote for Approval – CrowdRiff Training Proposal: If the \$6,000 licensing fee is approved tomorrow by the CBID board, training will be required for users of the content sharing platform. Pandora Nash-Karner made a motion to approve CrowdRiff training for SOLVE in the amount of \$250; Denise Robson seconded the motion. Motion carried.
- d.** Discussion and Vote for Approval – Acceptance of Resignation Letter, Bill Lee: The board appreciates Bill’s service on the board and will send him a letter thanking him for his time and service. Steve Vinson made a motion to accept Bill’s letter of resignation; Pandora Nash-Karner seconded the motion. Motion carried.
- e.** Discussion and Vote for Approval – Acceptance of Board Application, Katie Lee: Pandora Nash-Karner made a motion to accept Katie Lee’s Board Application; Denise Robson seconded the motion. Motion carried. The board thanked Katie for joining the board and looks forward to her participation.
- f.** Discussion and Vote for Approval – Resignation of Melissa Kurry: Pandora Nash-Karner made a motion to regretfully accept Melissa’s letter of resignation; Denise Robson seconded the motion. Motion carried.
- g.** Discussion and Vote for Approval – Administrative Assistant Scope of Services: Cayucos is interviewing a potential replacement on Monday and will ask if she would be willing to serve on Los Osos/Baywood as well. If so, and the interviewers feel she is a qualified candidate, she will be referred to Jamie for another interview. Danielle from SOLVE is also interested in the position. The current scope is a maximum of 10 hours per month at \$25/hour. After discussion regarding the position and its potential additions to the current Scope, Pandora Nash-Karner made a motion that the next Administrative Assistant Scope range from 10 to 15 hours/per month, not to exceed 15 hours unless authorized by the Chair, for a total of \$375/month. Denise Robson seconded the motion; motion carried. Cheryl and Jamie will work together to facilitate interviews.

8. New Business

- a.** Road to Montana de Oro: Jamie brought up the condition of the road at the LOCAC meeting. The road currently has no shoulder and is extremely dangerous for cyclists. LOCAC suggested writing a letter to County. If letters are submitted by Visit Los Osos/Baywood, LOCAC, and the Chamber, hopefully some attention will be given to the matter. Pandora also suggested bringing up the matter with Supervisor Gibson, who is available on the 4th Thursday of every month at Sea Pines.
- b.** 2019 Pocket Planner: The question came up of whether or not a new Pocket Planner should be created, while older planners may still be available. Pandora would like to move this discussion to next month’s Agenda, where more time would be available. The discussion will need to include distribution methods and how a Call to Action can be implemented.

9. Future Agenda Items

- a. Discussion and Vote for Approval: Chamber Directory Advertisement
- b. Discussion/New Business: Kiosk in Baywood
- c. Discussion/New Business: 2019 Pocket Planners

10. Closing Comments:

- a. Jamie will not be available on March 26th. The board decided to move the meeting forward a week to March 19th.
- b. Pandora will be gone for 3 months after the March meeting.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, March 19th
Time: 9:00 a.m. – 11:00 a.m.
Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Adjourned at 11:00 a.m.