

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

Draft Meeting Minutes

March 19, 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
Danielle Dubow, SOLVE

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

CBID: Cheryl Cuming, CAO

1. **Call to Order:** By Chair Jamie Wallace at 9:11 a.m.
2. **Public Comment:**
 - a. Jamie met with Supervisor Gibson during his open office hours and gave him a rundown of the board as well as provided him with a tote bag and loop map. The sign for Montaña de Oro is down, which is within State Parks' boundaries; however, the road leading to the Park is falling apart. Bruce's assistant, Blake, responded to Jamie and reported that the roads are evaluated every 5 years and the road's current condition does not allow for assistance at this time. Jamie was at the Park on Saturday, along with many other visitors, and the Ranch House was unfortunately closed. Jamie would like to continue to discuss and potentially address these concerns (sign, road condition, and Ranch House hours) with CCSPA in the near future.
 - b. Denise played a video called "First Time Paddle Boarding (Fun things to do in Morro Bay, California): Travel with kids". The incorporation of children is a great marketing strategy.
3. **Consent Items**
 - a. Approval of 2/26/19 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the February 26, 2019 meeting as written with no additions or corrections. Denise Robson seconded the motion; motion carried.
4. **CBID Update**
 - a. Local Fund Stat Summary/January H1DR Marketing Roll Up: The CBID began a SEM (Search Engine Marketing) test with Cayucos and Los Osos/Baywood with CBID-invested funds to drive traffic to the website. The efforts have provided the second highest number of traffic driven to the website after Facebook. \$2,800 has been invested so far and other areas have started testing as well. The CBID will continue this effort as long as it carries value. Training for use of the CrowdRiff platform has begun. Four programs were discussed and decided upon at the All-Agency meeting, with one being CrowdRiff. The January Digital Marketing Roll Up provided stats from the BID Bunch, including website analytics, paid media, e-blast results, content curation, social media, and public relations.
 - b. CBID Strategic Marketing Plan Progress Report: There are 3 imperatives the CBID is pursuing from the strategic marketing plan and this progress report provided an update on those: Evolve Marketing Leadership with LFAs, Pursue Excellence and Efficiency of Owned Media, and Increase Consideration to Visit Highway 1, 10 Communities, and Assets.
 - c. CBID Organizational Structure: A breakdown was provided that showed all of those involved in the CBID and LFAs, starting with the Board of Supervisors and breaking down to the marketing firms.

- d. The next CBID board meeting is scheduled for Wednesday, March 27th at 12:00 p.m. at the Apple Farm.
5. **Financials:** Total contribution was 3.43%. The budget report has been updated to include the additional services for SOLVE, as approved at the February meeting (excluding CrowdRiff training, which will be added). The County financials from November had some slight adjustments and those changes will need to be made onto the Budget Report as well. An additional carryover was discovered by the County of approximately \$1,900 and will be reflected on the next budget report.
6. **Committee Reports**
- a. CCSPA: Pandora would like to find a way to recruit additional docents/volunteers to hold the Ranch House open. Denise suggested posting on the “Next Door” website and Pandora suggested the Facebook group “You know you grew up in Los Osos when...”.
 - b. Stewardship Travel: Katie will be attending the May meeting to provide a report. Cheryl mentioned that a map of the History and Heritage Trail will be distributed within the next month or so.
 - c. Beautification and Outreach:
 - i. The Cuesta Inlet cleanup went well, with broken kayaks being disposed of, and Celebrate Los Osos working with the Sheriff’s Department and Property Owners. A long-term goal would be to make the area a Park, with County Parks’ approval.
 - ii. Celebrate Los Osos would like to replace the wayfinding sign in Baywood. Pandora will put together design concepts and anticipated costs.
 - iii. Pandora spoke with Katie about converting the bus stop in Baywood into a kiosk. Katie and Paul are agreeable to changing out the information inside the kiosk.
 - d. Events: Cheryl stumbled upon the Live Oak Music Festival (June 21st to June 23rd) event and realized that it wasn’t on the CBID’s event calendar; it seems Paul should have informed the CBID of the event. His job description should probably be looked and it be determined whether or not the tasks included on his scope and proposal are being performed. Jamie volunteered to be the liaison between the board and Paul, and he will provide follow up reports to the board. Judith suggested the community consider a specialized event; Cheryl suggested a SUP event and Pandora suggested an outrigger canoe event - both could be combined. Someone would need to be identified to take the lead. Alex would like to host a type of lighted event in Baywood that will draw a crowd, an event similar to the Christmas Market in Cambria, but perhaps on a smaller scale. Denise suggested a Roaring 20s event with older (pre-1940s) vehicles; Cheryl mentioned the League of Gentlemen event, which would require 666 feet of sand for racing. Steve would love to see Amgen to go through Los Osos. Jamie mentioned cycling groups could be brought in to make use of the very popular mountain biking trails at Montaña de Oro; could bring the Concerned Mountain Bikers into the conversation to provide feedback and ideas. Denise and Steve volunteered to be the board’s Events subcommittee.
 - e. Marketing/SOLVE Update: Incremental social media growth continues. A newsletter was sent out and there are currently 36 entries in the photo contest. Facebook has changed their algorithm, but the contest continues to be pushed through other platforms. CrowdRiff training began yesterday. A report regarding the results of the SEM test with the CBID will be provided in April. SOLVE will provide a 2019-2020 Proposal at the May meeting.
 - f. Chamber Liaison: The Business Expo went well and the Ireland trip is coming up. The Chamber is working on their bylaws as well as revision of the Mission Statement.
 - g. Vacation Rental Update: The property owners of 620 Santa Lucia applied for a Minor Use Permit, which was denied by LOCAC. The owners then appealed and Planning suggested approval. The hearing officer approved the Minor Use Permit and recommended that LOCAC no longer use their Vacation Rental guidelines. Pandora sent a letter to the Planning Commission suggesting LOCAC develop a Vacation Rental ordinance. It was recommended that the community come together – business owners, members of LOCAC, residents, industry leaders, etc..., and while

abiding by the Code of Civility, discuss potential solutions and the possibility of developing a reasonable ordinance that all will be satisfied with.

7. Action Items

- a. Discussion and Vote for Approval – Danielle Dubow, Administrative Assistant: Pandora Nash-Karner made a motion to approve the Scope of Services for Danielle Dubow as the board’s Administrative Assistant for a 24-month period, a maximum of 15 hours per month, and an hourly rate of \$25 for a total annual cost of \$4,500; Denise Robson seconded the motion. Motion carried. Jamie, Cheryl, and Danielle have previously discussed how Danielle’s time will be split between SOLVE and VLOB so there are no conflicts.
- b. Discussion and Vote for Approval – Chamber Directory Advertisement: The directory was distributed and reviewed. The guide is distributed to both Chamber members and visitors. Pandora placed a quarter-page Advertisement for approximately \$300. The LOCSO has a full page, with a photo and description and summary of the board and their purpose. It was suggested that a not to exceed amount of \$500 be approved; however, time for creation of an ad by SOLVE will also need to be considered. Judith estimated a quarter page ad require one to two hours for production time. The Board did agree that they should be included in the Guide. Steve didn’t have the production or distribution details available at the meeting. Pandora Nash-Karner made a motion to approve a promotional ad in the Chamber Visitor Guide for an amount not to exceed \$500; Denise Robson seconded the motion. Motion carried. Steve confirmed the cost for a ¼ page ad is \$395.

8. New Business

- a. 2019 Pocket Planner: Pandora reached out to Paul and he stated he was not intending on putting out a new planner. The lack of a tracking method is the biggest drawback. It was recommended that the creation of a new Pocket Planner be shelved until distribution methods can be defined and followed through with.

9. Future Agenda Items

- a. Discussion with CCSPA/Alissa: How to get more volunteers/docents for Ranch House
- b. Potential Baywood holiday lights event – Alex
- c. 2019-2020 Fiscal Year Budget Discussion
- d. Discussion: Community Outreach Strategy (banner production, brochure with tourism benefits...)
- e. Discussion and Vote for Approval - SOLVE Proposal (May)
- f. Discussion and Vote for Approval – 2019-2020 Fiscal Year Budget (May)
- g. Update from Katie Sturtevant, STP (May)

10. Closing Comments:

- a. Pandora will be gone for the next few months and will return in July. A quorum of four will be required at the April, May, and June meetings.
- b. A Thank You letter to Bill was drafted and will be signed by all in attendance.
- c. Melissa thanked the board for having her all these years and vice versa.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, April 19th

Time: 9:00 a.m. – 11:00 a.m.

Location: Sea Pines Golf Resort, Los Osos

12. Adjournment

Meeting adjourned at 10:55 a.m.