

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

**Draft Meeting Minutes**

April 30, 2019 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Katie Lee, Back Bay Inn  
Denise Robson, Vacation Rental Owner  
Steve Vinson, LOBP Chamber of Commerce  
Jamie Wallace, Cal Poly (Chair)

**Others Present:**

Judith Cohen, SOLVE  
Paul Irving, BigBigSLO

**Absent:** Alex Benson, Baywood Inn (excused) and Pandora Nash-Karner, Vacation Rental Owner (excused)

**CBID:** Cheryl Cuming, CAO

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1. **Call to Order:** By Chair Jamie Wallace at 9:05 a.m.
2. **Public Comment:**
  - a. Jamie thanked the board for their dedication and flexibility in moving the meeting date and said that the group has impact. Tourism is going nuts and we need to get the message out about VLOB and our values that work with the community: respect for the area's heritage and sustainability. Katie Lee agreed that tourism is about opening your home to guests. If we value our place and want to share it with others, that comes with responsibility and that we should welcome visitors proactively to our special area and realize that tourism will cause more trash and traffic. Jamie brought up community outreach, including discussion of a canopy tent or banner for VLOB to use at Chamber and community events to communicate with residents about their tourism concerns, making sure we respect where we live and keep the character of Los Osos and Baywood. Judith recommended specific messaging geared toward community – respect our place, sustainable travel. Cheryl added that SLOCAL is aware of over-tourism and that Jamie talking to groups about what we're doing is helpful. Steve said that the towns of Los Osos and Baywood need us to tell the community we are trying to protect what it values.
  - b. Jamie also brought up the SLOCAL Destination Summit on May 9 which is intended to celebrate tourism, announce awards, provide networking opportunities and good information.
  - c. Paul Irving presented an overview of some upcoming Baywood events and will be working with Jamie to highlight specific events for the website feed.
3. **Consent Items**
  - a. Approval of 3/19/19 Minutes: Katie Lee made a motion to approve the Minutes of the March 19, 2019 meeting as written with no additions or corrections. Denise Robson seconded the motion; motion carried.
4. **CBID Update**
  - a. Katie Sturtevant will be attending the meeting in May to talk about Stewardship.
  - b. CBID Marketing Update: The BID resolution of intention and annual report have been submitted. There was a BID BUNCH summit where all 13 contractors met to define the scope, marketing plans and tactics. These will be submitted to the CBID board for approval at the end of May. Expected marketing budget is \$1 million! The main imperative is to build closer relationships with the LFA marketing teams. They plan to photograph all 500 lodging properties and continue the Google program. SEM is not targeting flight markets, but focusing on California, because 80% of Californians vacation in California but only 30% consider the Central Coast. Focusing on LA Times and SF Chronical. H1DR website visitors have increased to 50k visitors per month from 15k. A

cornerstone of the marketing plan is selling our stretch of Highway 1 in SLO County, as it is our number 1 asset and the gateway to Big Sur. Katie asked if Back Bay Inn Lodging Specials could be posted on the H1DR website. Judith recommended creating Highway 1 bumper stickers that were focused on Los Osos and Baywood.

5. The next CBID board meeting It will be held on Wednesday, May 22nd starting at 12pm at the Apple Farm.

6. **Financials:** Total contribution was 3.34%.

7. **Committee Reports**

- a. CCSPA: There's a decent shortage for the Spooner Ranch House and Alissa needs people to spread the word. The North Coast has a community volunteer fair where they invite people who volunteer to talk to others in the community. Celebrate Los Osos generates volunteers, but we don't know if State Park has rules and liability requirements. Jamie thought the MDO sign was still down at Pecho Rd, but Denise thought it had been put back up. Jamie mentioned that the State Park had no impetus to make the sign better.
- b. Stewardship Travel: Katie will be attending the May meeting to provide a report. Cheryl mentioned that sustainable travel is a trend that includes ecotourism and voluntourism. Stewardship Travel was originally a publicity strategy to give visitor the opportunity to make a difference in a location they love to travel to. The word "Stewardship" might change for next year's Coastal Discovery Celebration— other people call use Kind Traveler or Light Touch or Green Lodging. Katie Lee says they offer 10% discount for a green stay where people do not use housekeeping services.
- c. Beautification and Outreach:
  - i. Cheryl said that Pandora had submitted a big grant for beautification, especially the median strip landscape design as you enter Los Osos.
  - ii. There was more discussion 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: Danielle reported that Alex proposes building large-scale lighted exhibits to be used throughout downtown Baywood, year after year. He would fund a large portion of material costs and the biggest hurdle would be finding a place to store the exhibits off season. It was suggested that Back Bay Inn and Baywood Inn start by putting up their own lights and encouraging local downtown businesses and homes to do the same.
- e. Marketing/SOLVE Update: Incremental social media growth continues. The contest concludes at EOD April 30 and the winner will be announced in the next newsletter to be sent the first week of May and on social media. CrowdRiff galleries have been added to the VLOB website. SOLVE will provide a 2019-2020 Proposal at the May meeting. The video project will commence at the end of May for use in marketing and advertising going forward.
- f. Chamber Liaison: May 30 is the Festival of Flavor which will showcase local restaurants. No entry fee for Chamber members, open to the public for \$15 (\$20 at the door).
- g. Vacation Rental Update: Denise provided a letter she received in the mail from an anonymous person ranting against vacation rentals. Jamie asked everyone at the table their opinions. Most thought it was over the top, but others could see both sides of the argument. The group discussed how both sides needed facts and vacation rental guidelines should be created. Katie brought up long term rentals being more detrimental to property values than short term, because vacation rental owners are incentivized to keep their homes looking nice (good reviews) but long-term renters don't always care for their properties. Jamie said Marriott is getting into homestays and that the trend is not going away. Facts and talking points are needed. Cheryl said Derek from SLOCAL is working on research, advocacy and destination development and she would try to get him to one of our meetings. Jamie suggested a fact-finding sub-committee and Cheryl said that Morro Bay is bringing vacation rentals into their BID, which is good news.

**8. Action Items**

- a. Discussion of hosting plan for VLOB website. No approval needed as the expense is within the contingency amount.

**9. New Business**

- a. 2019-2020 Budget – Jamie, Danielle and Cheryl will meet to discuss and prepare. Jamie says Let's Grow!
- b. CBID is revamping the destination pages, so the question arose about whether VLOB will really need to keep maintaining it's own website. Using the CBID page will give us less control but will also free up some budget for other marketing projects. Cayucos is switching over and the new design will focus on events and activities. Jamie plans to have a call with Pandora to discuss.
- c. Community outreach is outside the scope of Solve marketing and is also not the mission of VLOB. Katie mentioned having something at the SLO airport, maybe using our new video.

**10. Future Agenda Items**

- a. Discussion with CCSPA/Alissa: How to get more volunteers/docents for Ranch House (May)
- b. Discussion and Vote for Approval - SOLVE Proposal (May)
- c. Discussion and Vote for Approval – 2019-2020 Fiscal Year Budget (May)
- d. Update from Katie Sturtevant, STP (May)

**11. Closing Comments:**

- a. Denise and Steve presented a few ideas from their new Events subcommittee: Hamburger Festival during shoulder season, a Coffee, Chocolate and Wine Festival, and a Roaring 20s car show that would be a longer 3 – 5-day event. Also, ideas for bringing businesses to town for symposiums and retreats. Katie says that they created a whole conference room because they are seeing more business groups. Other ideas included a Longevity Festival and Collectors Fairs. They will report more detailed ideas at the next meeting.

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

Date: Tuesday, May 28<sup>th</sup>, 2019

Time: 9:00 a.m. – 11:00 a.m.

Location: Sea Pines Golf Resort, Los Osos

**13. Adjournment**

Meeting adjourned at 11:08 a.m.