

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

Draft Meeting Minutes

January 26, 2021 – Virtual Meeting

Board Members Present:

Jamie Wallace, Cal Poly (Chair)
Alex Benson, Baywood Inn
Katie Lee, Back Bay Inn
Pandora Nash-Karner, Vacation Rental Owner

Others Present:

Danielle Dubow, Admin
Cheryl Cuming, CBID
Kailey Breazeale, Chamber
Alissa Maddren, CCSPA
Steve Vinson, guest

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1. **Call to Order:** By Chair Jamie Wallace at 10:06 a.m.
 2. **Public Comment:**
 - a. Jamie opened by saying that he is beginning the new year in hope and optimism. The vaccination will help with tourism and he feels that a rebound will happen this spring and summer, which bodes well for our county and community.
 3. **Consent Items**
 - a. Approval of 12/01/20 Minutes: No quorum at the meeting, so no vote on the minutes.
 4. **Presentation:** none
 5. **CBID Update**
 - a. The CBID is \$150k above projections for the first half of the fiscal year. Spring and summer look good with the pent-up demand of the past few months. Paso is struggling with wineries being closed, but now that they can serve outdoors again, things should improve.
 - b. The Season of Coastal Discovery paid campaigns began this week and SEM continues to perform very well. H1DR authority pages are in the top 5 of page 1 search results in all categories.
 - c. The Brown Act has been amended to prohibit board members from interacting on social channels, including liking and commenting on each other's posts. Danielle will send out the language that the county has provided. Any questions can be sent to Cheryl who will get clarification from the county.
 6. **Financials:** November was almost double 2019 but December was just over half of 2019, due to the renewed stay-at-home order, which has just been lifted. Expectations are that spring and summer will rebound due to pent-up demand.
 7. **Committee Reports**
 - a. CCSPA:
 - i. Campaign to raise money to renovate Spooner Ranch House will run for Giving Tuesday brought in about \$8,000. An ongoing partnership with Rexall in Los Osos has also raised around \$2,000 for the clean-up efforts, that will take place just before the Ranch House opens again (once we are in the orange tier). It is likely that campgrounds will open soon, so expect hordes in MDO again.
 - ii. Morro Bay Natural History museum is being renovated and the entry and gift shop changes will allow traffic flow to be much better.
 - b. Stewardship Travel for Good: The focus is on the Season of Coastal Discovery and Travel for Good. Itineraries and PPC has started and we will promote the various assets on social channels and in the next newsletter.

- c. Beautification and Outreach: Because the growers are not ready and the Covid situation is still dire, Pandora wants to postpone the planting until the fall or later. The Board of Supervisors wants the volunteer event to take place in April. The grant expires in June and Pandora is hoping for an extension, especially since the planting day will require 80 volunteers to help on the one-day event.
- d. Events: Kailey announced a Zoom event on February 10 called Social Media: Spread the Love, hosted by EnergyWise Realty.
- e. Marketing Update:
 - i. Social audience is growing, and engagement is high. December saw a bit of a decrease, but January numbers are back up.
 - ii. Newsletter performed well and the list continues to grow, and the next issue is due in February.
 - iii. Continue existing messaging but focus more on safety and traveling later. The marketing committee will meet in person to discuss messaging strategy based on pushback from some locals. Kailey and Katie would like us to come up with language about unity and enlist local businesses to use it as well. The discussion included information on how the locals are also out and about not social distancing or wearing masks, but there is continued blame on tourists.
 - iv. Danielle is also assisting the CBID with CrowdRiff galleries for #LosOsosEats and #LosOsosParks. Pandora will provide info on local parks to help.
- f. Vacation Rental Update: The BOS approved all 9 vacation rental limitations in Los Osos.
- g. Chamber Liaison: The rent on the Visitor's Center is stabilizing and the chamber will provide a proposal on sharing the space with VLOB in July. The sign at the South Bay Community Center can be changed and updated, but there are restrictions on size so that there doesn't need to be a new permit. We need to meet with Carrie Brown to determine flexibility of what can be done, adding electricity, or changing messages. Alex proposed that if we are helping finance a new sign that we want our logo and website added. Pandora also asked who owns the signs on LOVR with the Kiwanis and other icons because we would like our logo added to those as well. The Chamber is also revamping their website.

8. Action Items

- a. Extend Danielle's marketing contract through the end of the fiscal year. Alex motioned to extend Danielle's marketing contract from Jan 1 – June 30, 2021 at a cost of \$11,500. Pandora seconded; motion carried.
- b. Discuss adding local photographer, Michael Sheltzer, to our marketing efforts. The marketing committee will meet and then reach out to him to discuss a partnership.

9. Future Action Items

- a. Partnership with Chamber on Welcome Center

10. Closing Comments: Denise is out and needs to submit a resignation letter and Katie is having a baby. We need to add board members and we'd like a representative from Sea Pines. The board will call a special meeting on Dec. 8 to vote on the marketing contract. Also, meeting times are changing to 10am – noon.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, February 23, 2021

Time: 10:00 a.m. – 12:00 p.m.

Virtual Meeting

12. Adjournment

Meeting adjourned at 11:22 a.m.