

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

Draft Meeting Minutes

December 1, 2020 – Virtual Meeting

Board Members Present:

Jamie Wallace, Cal Poly (Chair)
Alex Benson, Baywood Inn

Others Present:

Danielle Dubow, Admin
Cheryl Cuming, CBID
Christina Grimm, Chamber
Alissa Maddren, CCSPA

Absent: Katie Lee, Back Bay Inn (excused), Pandora Nash-Karner, Vacation Rental Owner (excused)

1. **Call to Order:** By Chair Jamie Wallace at 9:00 a.m.
2. **Public Comment:**
 - a. Our hearts go out to Pandora on the loss of her husband.
3. **Consent Items**
 - a. Approval of 10/27/20 Minutes: No quorum so will vote next time
4. **Presentation:** none
5. **CBID Update**
 - a. Recovery plan is going well but the county saw cancelled reservations when we went back to purple. Alex said he lost ½ of his reservations over Thanksgiving. There is confusion about the stay-at-home order – essential travel for everyone or just out of state?
 - b. The CBID will be sharing a tool kit for the Season of Coastal Discovery that begins in January. Our county continues to perform better than our counterparts in Santa Barbara, SLO and Monterey County.
 - c. CBID will be creating LO specific content next. Search is performing really well.
6. **Financials:** Our numbers have been very good over summer and fall, but no one knows what the winter will look like.
7. **Committee Reports**
 - a. CCSPA:
 - i. Campaign to raise money to renovate Spooner Ranch House will run for Giving Tuesday. It will reopen when it is safe – there is mold, and it needs professional renovation at a cost of about \$10k.
 - ii. Online sales are doing very well and sales at the Monarch trailer are double over last year. Wood sales at campgrounds are way up now that they can take credit cards. Parks are crowded and people are all over the place and when the county gets back to orange, hopefully everything can open back up.
 - iii. 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: See Coastal Discovery Celebration above
 - c. Beautification and Outreach: No Report
 - d. Events: Paul Irving held a streamed music gathering
 - e. Marketing Update:
 - i. Social audience is growing and engagement is high

- ii. Newsletter performed well and the list continues to grow.
 - iii. Continue existing messaging
 - f. Vacation Rental Update: The BOS will be considering the Vacation Rental Community plan at the meeting December 15. Home stays are different than vacation rentals. The board will not submit a letter but encourages individuals to comment. SLOCAL is getting a response together and the CBID is submitting the same letter supporting tourism. The opposition has a loud voice, and we need to have one too. CCMA is having low participation from LO.
 - g. Chamber Liaison: The Visitor's Center is still in limbo as far as the sale of the building. Christmas Lighting contest with prizes will take place. The tree lighting will be recorded and broadcast on Facebook. The chamber needs a new Executive Director and has requested a VLOB representative at Chamber meetings.
- 8. Action Items – no quorum, cannot vote**
 - a. Extend Danielle's marketing contract through the end of the fiscal year
 - b. BOS letter
- 9. Future Action Items**
 - a. Extend Danielle's marketing contract through the end of the fiscal year
- 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, January 26, 2021
 - Time: 10:00 a.m. – 12:00 p.m.**
 - Virtual Meeting
- 12. Adjournment**
 - Meeting adjourned at 9:57 a.m.