

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

Draft Meeting Minutes

March 23, 2021 – Virtual Meeting

Board Members Present:

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

Others Present:

Danielle Dubow, Admin
Cheryl Cuming, CBID
Pattea Torrence, Bees Knees
Alissa Maddren, CCSPA
Christina Grimm, Chamber
Alyssa Sweeney, Chamber intern

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1. **Call to Order:** By Chair Jamie Wallace at 10:06 a.m.
 2. **Public Comment:**
 - a. Pandora mentioned seeing a lot of people out on the bay and twice as many kayaks as usual on Cuesta inlet. Jamie said that Pismo is like spring break every day, it's so busy.
 3. **Consent Items**
 - a. Approval of 2/23/21 Minutes: Pandora motioned to accept the minutes and Alex seconded motion carried.
 4. **Presentation:** none
 5. **CBID Update**
 - a. Good PR coverage of LOB from Phoenix magazine – Danielle will forward the article to everyone.
 - b. Spring campaign is focusing on beaches - Hidden Gems of the Coast and Open Beaches Everywhere. More written and video content is being created all the time. 50% of the marketing budget is being spent on paid media.
 - c. Highway 1 closure: SLOCAL and CALTRANS are working on a solution to open a 1 lane road through.
 - d. CBID stance on the closing of Oceano Dunes – working with SLOCAL on local advocacy. Their position is to retain balance between environmental and economic concerns. There is no one from the Central Coast on the Coastal Commission, so we were hoping for a postponed decision, but for now the dunes will be mostly closed to vehicular traffic in 3 years. The dunes are one of the largest contributors of tourism dollars to state parks, along with Hearst Castle.
 6. **Financials:** February was slightly down, but CBID is optimistic about spring and summer tourism. We have only spent \$183 of our carryforward and by the end of the fiscal year we should be adding to the carryforward, not using it.
 7. **Committee Reports**
 - a. CCSPA:
 - i. Movie event this weekend – Shifting Tides – both virtual and in person tickets being sold.
 - ii. Volunteers cannot work again until we are in the yellow tier, so the museum gift shop could open sooner than anything else because it is staffed by CCSPA staff.
 - b. Stewardship Travel for Good: Katie is preparing a printed Coastal Discovery Trail that will be sent to all hotel properties. Travel for Good is still performing well, especially as a PR strategy.
 - c. Beautification and Outreach: Still have not heard back from BOS about postponing the median planting day. Jamie wants to add a sign to the Cowbear, which needs a bath. Pandora says she (the

Cowbear) is starting to blister again, so Celebrate Los Osos is looking at solutions to mitigate this. The sign by the Cowbear needs updating, perhaps with safe boating guidelines.

- d. Events: See Chamber update. Also, in the area, the Pismo car show is being planned for Father's Day weekend. Santa Maria is planning their annual rodeo. Eroica and Spartan events are planned for the fall. There are also plans for a virtual Roll Out the Barrels and Harvest on the Coast.
- e. Marketing Update:
 - i. Social audience is growing, and engagement is high. We receive about 40 new FB followers per month. Most images are coming from CrowdRiff, though Paul Irving is offering us his images as long as he gets a byline and link back to his website. Pandora will send out the link once it's ready.
 - ii. Newsletter performs well and the next issue will go out in April.
 - iii. Now that we are in the red tier, invitations to travel safely are not receiving blow back. Constituent posts have started up again.
- f. Vacation Rental Update: No new info, though the vocal minority seems to be getting traction all over the county, including Oceano Dunes. We are not doing a good job of being local advocates. The nay-sayers make their points with disinformation and inaccurate information. SLOCAL is working with the DMOs on an economic impact study on the Dunes that will share factual information, since this is not being published by local news. SLOCAL has a full-time local advocate, but the CBID does not. Local buy-in is necessary for successful tourism and economic growth.
- g. Chamber Liaison:
 - i. Events are being planned. An outdoor Maker's Mark event is planned for June with artists, food and drink. Kailey is engaging with the local artistic community to bring them in to the event even if they aren't chamber members. The chamber has struggled in the past to reach those constituents and to invite them to participate. The Community center has approved indoor gym classes and music with no audience for live streaming. Oktoberfest planning has begun. Alyssa Sweeney is the chamber intern who will be helping plan events.
 - ii. The Community Center is interested in making their sign better and will coordinate with us to make sure it is tourism friendly.
 - iii. When the chamber knows whether they are staying in the building or moving, they will submit a proposal for sharing the visitor center with VLOB.

8. Action Items

- a. Discuss and vote on renewing Danielle's admin contract for the next 24 months at \$25 per hour for a max of 15 hours per month, at a total cost not to exceed \$9,000. Alex motioned to approve the contract; Pandora seconded; motion carried.
- b. Discuss partnership with Chamber on visitors center. Discussion postponed until proposal has been submitted.
- c. Discuss sponsoring CCSPA movie series – discussion and vote postponed.

9. Future Action Items

- a. Sponsorship of ongoing CCSPA movie series
- b. Partnership with Chamber on Welcome Center

10. **Closing Comments:** Jamie thanked everyone for their efforts.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, April 27, 2021

Time: 10:00 a.m. – 12:00 p.m.

Virtual Meeting

12. Adjournment

Meeting adjourned at 11:25 a.m.