

## Visit Los Osos/Baywood

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

### Draft Meeting Minutes

April 27, 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  
Alyssa Sweeney, Chamber intern  
Alissa Maddren, CCSPA

---

1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
2. **Public Comment:**
  - a. Danielle recommends moving action items and consent items to top of agenda so Pandora can continue her drive up to Canada.
3. **Consent Items**
  - a. Approval of 3/23/21 Minutes: Alex motioned to accept the minutes and Pandora seconded; motion carried.
4. **Action Items**
  - a. Discuss and vote on renewing board membership for Pandora, Jamie, Alex, and Katie for the next 2 years. All were unanimously approved for renewal.
5. **Presentation:** none
6. **CBID Update**
  - a. The excellent PR coverage has enabled the direct link to the H1DR site to be available in articles, which is driving increased traffic to the site. The Open Arms spring campaign has launched, and the videos are available to share on social media.
  - b. The breakdown of collections shows that Home Stays and Vacation Rentals performed better than hotels and B&Bs this past year, which is in accordance with what we have seen locally.
  - c. Coastal Discovery Trail maps have been sent to lodging folks. If you did not receive yours, Danielle has some she can send you.
7. **Financials:** March numbers were higher than projected and LOB came in at 2.68% of collections. Although we have spent almost \$6,000 of our carryforward, we are cautiously optimistic that we will make up most of that shortfall by the end of the fiscal year.
8. **Committee Reports**
  - a. CCSPA:

- i. Movie event a few weeks ago went very well and another is planned for June 12. When the event is on the website, we can share it on social. They are also planning virtual summer camps.
  - ii. Firewood sales are doing very well now that people can pay by card – it’s been a chilly spring, so sales are up. The Butterfly Ball is being planned for the fall and the Passport booklet will be available again later this year.
  - iii. MDO will have separate CCSPA volunteers, so that the docents don’t have to work in the shop and vice versa like State Park volunteers had to do. Spooner Ranch House will open once we reach the yellow tier.
- a. Stewardship Travel for Good: No report.
  - b. Beautification and Outreach: Jamie asked Paul Irving to update the sign by the Cow Bear, which has been done. His goal is to do some spring cleaning of the Cow Bear and to create something that explains what the Cow Bear is and where she came from. Also, the trees around her need trimming. The Baywood Inn is doing some new landscaping and their new building, which will add 8 new rooms with kitchenettes and two conference rooms, will be completed soon.
  - c. Events: See Chamber and CCSPA updates. The SLO Botanic Gardens is having an art show/fundraiser and Sea Pines is starting up their Barefoot on the Green music series. Katie’s coffee shop is open Thursday – Sunday and the MerryMaker is opening up again. Blue Heron is also opening again.
  - d. Marketing Update:
    - i. Social audience is growing, and engagement is high. We receive about 40 - 60 new FB followers per month. Most images are coming from CrowdRiff.
    - ii. Newsletter will go out next week. Danielle proposed creating a form on Facebook that will allow us to grow our list, which will be part of the marketing plan in the next fiscal year.
    - iii. Jamie mentioned that we need to order new shopping bags and Alissa requested that they be more environmentally friendly this time. We will budget this in for the next fiscal year and have them printed before Oktoberfest.
  - e. Vacation Rental Update: Jamie hears that Vacation Rentals locally have really blossomed – they give people what they want, a local feel, an authentic experience, and the ability to hang out with their traveling companions. Alex noted that there was backlash against Vacation Rentals before the pandemic, but since people are actively seeking out those types of experiences, maybe the county will see how they enhance our hospitality offerings.
  - f. Chamber Liaison:
    - i. Oktoberfest planning is gaining momentum. VLOB will bring their awning to greet people and pass out materials.
    - ii. Planning for Festival of Flavors is underway for June. Local vendors are being recruited and events will be held outdoors.
    - 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.

## 9. Future Action Items

g. Sponsorship of ongoing CCSPA movie series

h. Partnership with Chamber on Welcome Center

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

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

Date: Tuesday, May 25, 2021

**Time: 10:00 a.m. - 12:00 p.m.**

Virtual Meeting

**12. Adjournment**

Meeting adjourned at 11:04 a.m.