

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

Draft Meeting Minutes

July 26, 2021 – Virtual Meeting

Board Members Present:

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

Others Present:

Danielle Dubow, Admin
Cheryl Cuming, CBID
Alissa Maddren, CCSPA

1. **Call to Order:** By Chair Jamie Wallace at 10:04 a.m.
2. **Public Comment:**
 - a. Danielle recommends moving action items and consent items to top of agenda so Pandora and Alex can participate from out of town.
3. **Consent Items**
 - a. Approval of 4/27/21 Minutes: Pandora motioned to accept the minutes and Alex seconded; motion carried.
4. **Action Items**
 - a. Discuss and vote on renewing the marketing contract with Danielle. The proposal total, including contingencies for general marketing and LFA imperatives (matching funds from CBID for social ads), is \$33,027.88. The new marketing plan includes creating a funnel that will help build our email list, which is one of our most valuable assets. Alex motioned to accept the proposal as presented and Pandora seconded; motion carried.
 - b. Discuss and vote on the budget for 2021-2022 Fiscal Year. The budget was based on 2019 actuals and projects collections at 40,548.60. Our current carryforward is 20,172.00 and we would set aside \$10,000 for reserves. The total proposed budget is 50,720.60. Pandora moved to approve the budget as presented and Alex seconded; motion carried.
 - c. Discuss board member commitments and future board member prospects. A full board of 7 would be made up of 5 lodging owners and 2 non-constituents. We discussed approaching Gary to see if Kendie Rook would be able to represent Sea Pines on the board. The board would also like to add Paul Irving, but we need one more lodging member in order to do that. Jamie has agreed to go through the list of current constituents and make a list of who to approach about board membership. We would still like to see Pattea as an active member as well.
 - d. The board agree to skip the August meeting and our next meeting will be Tuesday, September 28 @ 10am, possibly in person.
 - e. Discuss reprinting the Visit Los Osos | Baywood bags. Jamie still has a supply and will deliver some to

Pandora and Alex. There was discussion about the next ones not being plastic and Alissa said she had a good example from Ventura with a high-resolution image and Stephanie from Avila just printed some with a drawing instead of photos.

5. Presentation: none

6. CBID Update

- a. Google results are huge, website sessions are high and there has been a lot of excellent PR activity and SEM efforts. They are creating more listicle blogs and authority pages with deep content.
- b. TOT is way up, by 200% in June. Using 2019 numbers now seems like a conservative approach. People are continuing to travel within California, and it is unlikely to taper off soon. International travel is still seen as riskier than traveling locally. The next CBID meeting will be in person on July 28.

7. Financials: LOB's portion of TOT collections was 2.8%, which is normal. June collections were almost \$2,000 more than in 2019 and we ended the year up by nearly \$6,400.

8. Committee Reports

a. CCSPA:

- i. Spooner Ranch is open, as is the Museum, and CCSPA is scrambling to keep all the stores covered, since now each shift requires a staff member and a volunteer. Both venues are very busy.
- ii. CCSPA is creating a Western Monarch Trail, similar to the whale trail, which will have interpretive signs at all the places where monarch butterflies cluster, overwinter and feed. This requires coordination with many agencies and they are even looping in nurseries to make sure that the correct type of milkweed is available to gardeners.

b. Stewardship Travel for Good: No report.

c. Beautification and Outreach: No report.

d. Events: No report.

e. Marketing Update:

- i. Annual report shows significant growth in social channels. Even the newsletter list has grown slightly with very little marketing effort.
- ii. Newsletter just went out and was well received.
- iii. New proposal was approved, and funnel creation will begin in August.

f. Vacation Rental Update: No report.

g. Chamber Liaison: No report, though Visitor Center is open again.

9. Future Action Items

- a. Sponsorship of CCSPA – either Butterfly Ball or Film Series
- b. Oktoberfest planning

a. Partnership with Chamber on Welcome Center

10. Closing Comments: Katie said that the Inn is busy, even though they are down 6 rooms. The café is open 4 days a week, but the bar and restaurant are still closed due to finalizing Bill's estate.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, September 28, 2021

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

Virtual Meeting

12. Adjournment

Meeting adjourned at 10:58 a.m.