

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

Draft Meeting Minutes

December 7, 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
Curtis Armstrong, Baywood Inn
Monica Rutherford, CCSPA

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1. **Call to Order:** By Chair Jamie Wallace at 10:03 a.m.
 2. **Public Comment:**
 - a. Pandora mentioned that the Christmas parade is Saturday, and they need more parking volunteers (who will get a free pancake breakfast).
 3. **Consent Items**
 - a. Approval of 10/26/21 Minutes: Jamie motioned to accept the minutes and Alex seconded; motion carried.
 4. **CBID Update**
 - a. Web traffic continues to be very strong with 175k visitors in November. The Hidden Secrets campaign is the most successful ever.
 - b. TOT is up substantially over 2019, especially in October. H1DR is #1 on TripAdvisor for things to do in SLO county. The CBID recently purchased the domain Highway1RoadTrips.
 - c. In January the Season of Coastal Discovery launches with a focus on wildlife and a new Wildlife Trail Map. Assets are in the membership section of the website.
 - d. Hilary has gotten the H1DR website link into many trusted media sources that are now listed in the website footer. Smithsonian Magazine said that H1DR was the best resource for Monarch Butterfly information.
 5. **Financials:** LOB's portion of TOT collections was 3%, and our collections are above 2019 levels, with \$3,500 more collected than predicted. Cheryl suggested that we allocate some of this extra money to marketing or sponsorships.
 6. **Committee Reports**
 - a. CCSPA: Jamie welcomed our new liaison, Monica Rutherford, who started with CCSPA earlier this year and she handles communications and program coordination. There is a new traveling exhibit at the Spooner Ranch House on prohibition. Winter hours are 11 – 4 and the Ranch House is staffed by volunteers and CCSPA retail staff. The gift shop is open and very popular. Jamie will bring deliver postcards to the gift shop. CCSPA is moving away from memberships to "Friends" who can designate which programs they want to fund with their donation. There will be a winter Get Outside Film Series TBD. Cheryl said that the CBID wants to help promote the Western Monarch Trail and CCSPA is working on messaging and assets.
 - b. Stewardship Travel for Good: Working on the Wildlife Trail component of the Season of Coastal Discovery, which is essentially a Travel for Good program.
 - c. Beautification and Outreach:
 - i. The plants in the median are growing and flowering. The company that maintains the median has increased their prices, so Celebrate is hoping assistant volunteers can help to keep costs down.

- ii. Future Celebrate projects include, cleaning and re-sealing signs, an interpretive sign at Red Barn (asking Bruce Gibson for funds, it will cost around \$3k), a sign for the CowBear and possibly replacing the wayfinding signs from LO to Baywood (Jamie will locate them) with something more attractive and visible. They are also considering a sign for Broderson trail that will teach about the environment.
- d. Events: Paul is planning a summer Lighted Boat Parade and concerts once appropriate. Jamie noted that the Morro Bay Lighted Boat Christmas Parade has grown bigger, and now they are looking at paid parking and traffic flow.
- e. Marketing Update:
 - i. Significant growth in social channels and the newsletter just went out and was well received. Danielle recommended ditching Twitter and setting up another visual social channel such as Pinterest. She will present a proposal at the January meeting.
 - ii. The ads and the funnel are growing our email list, especially with the new co-op social campaigns sending people to the landing pages
- f. Vacation Rental Update: Pandora is booking into 2023 now. Cheryl and Toni LeGras met with the county to get better reporting on VR income. SLOCAL has funded a way to get better information on short term rentals. Cheryl brought up state bill SB555 which will move reporting from the county and establish state-wide short term rental reporting. This removes the information from the local level, which is likely to create complications and have negative repercussions, like slower reporting and sharing of funds at the local level.
- g. Chamber Liaison: The LOB Chamber did not attend this meeting as expected. Jamie attended a recent Morro Bay Chamber meeting and reported that they are restructuring and planning to merge with the LOB chamber. Their marketing agency, ABBI, is using the tagline “come get salty”. Jamie told them we would like to collaborate on lodging referrals. Jamie said he will attend the LOB chamber meetings if he can.

7. Action Items

- a. Discuss and vote on Curtis Armstrong’s board application. Curtis said he enjoys the efforts of the board to improve the local community and encourage tourism. The board thanked Alex for his dedication, and Alex noted that he is excited to have Curtis be part of the board and thus this meeting will be his last making his resignation effective 12/7/2021. Alex motioned to accept Curtis’ application and Pandora seconded; motion carried. Jamie welcomed Curtis.

8. Future Action Items

- a. Sponsorships
- b. Cycle Central Coast

9. Closing Comments:

- a. The Back Bay Café has been taken over by the Nautical Bean and will reopen soon. The High St. Deli is very popular for casual dining. There’s no update on what is happening with the Blue Heron. There was discussion about approaching the trustee to the Otto Estate and figuring out how to open the 1st street property back up for the public. There are liability issues but if they are willing to let the community use the space, there are ways to get the liability insurance to make it happen, kind of like Adopt-a-park. Jamie mentioned that Baywood is growing, and we need to make sure it grows appropriately. MDO is a cycling mecca and those people may not know that Baywood exists for lodging, dining and shopping. We need more bike stands. Maybe Cycle Central Coast can come up with an appropriately priced sponsorship to be on their cycle trail maps and create linkages between areas. It took Bob Jones 40 years to complete.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, January 25, 2022

Time: 10:00 a.m. – 12:00 p.m. (Virtual Meeting)

11. Adjournment

Meeting adjourned at 11:31 a.m.