

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

Draft Meeting Minutes

January 25, 2022 – Virtual Meeting

Board Members Present:

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

Others Present:

Danielle Dubow, Admin
Cheryl Cuming, CBID
Steve Vinson, guest
Monica Rutherford, CCSPA
Kristen Howland, CCSPA

Absent: Katie Lee, Back Bay Inn, unexcused

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1. **Call to Order:** By Chair Jamie Wallace at 10:05 a.m.
 2. **Public Comment:**
 - a. none
 3. **Consent Items**
 - a. Approval of 12/7/21 Minutes: Pandora motioned to accept the minutes and Curtis seconded; motion carried.
 4. **Presentation:** Kristen from CCSPA on the Western Monarch Trail. A monarch site identified on the Sea Pines Golf Course will be getting an interpretive sign and CCSPA is requesting that our board sponsor the fabrication for \$2600 for one panel in one location. The Western Monarch Trail is a collaborative effort to create consistent signage to educate the public on monarch migration and healthy habitats. The top and the sides of the sign are consistent for all locations, but there is a bottom portion that is site specific. There is a second location in Los Osos in the Sweet Springs Nature Reserve, but they are still looking at approval from the Audubon Society. This effort dovetails with the CBID Stewardship Travel for Good program and promotes ecotourism. Some places are creating signs for children and the first installation will be Pismo and then two in Ventura. There are also Monarch Murals being planned and there will be interactive maps on various websites showing the different locations, including the H1DR site.
 5. **CBID Update**
 - a. Web traffic continues to be very strong with high page views and the CBID is surpassing previous results and spending less doing it. Lodging on the Central Coast is still high even though Covid continues. Google results are great as are TripAdvisor reviews.
 - b. The Lead Generation pieces are still performing well and the CBID has added over 40,000 new people to their database using them.
 6. **Financials:** LOB's portion of TOT collections was 3.6%, and our collections are above 2019 level and we have brought in \$7,600 more than we have spent so far, this fiscal year.
 7. **Committee Reports**
 - a. CCSPA: In addition to the Western Monarch Trail activities, CCSPA has set the date and location of the next Butterfly Ball to be September 10 at the Octagon Barn. The next Get Outside film night will be late spring/early summer. The Monarch trailer is crazy busy and the exhibit at Spooner Ranch house is still ongoing daily 11 – 4.
 - b. Stewardship Travel for Good: Season of Coastal Discovery
 - c. Beautification and Outreach:

- i. Celebrate Los Osos is looking for projects, but will need funding, especially since the county is not planning to bring back the infrastructure grants from the past. They are looking at putting an interpretive sign at the Red Barn and also a Cow Bear sign. Steve Vinson brought up the Community Center sign, saying we could leverage it for tourism. The board suggested Shawn Beauchamp look at it next time he's in town and give us some alternatives using the existing footprint. Pandora will contact the Los Osos planning committee person to find out if we are allowed to expand it higher and wider if the base is the same.
 - d. Events: There has been ad hoc music after the Farmers Market and Sea Pines will have their concert series (the recently upgraded their patio), but there are no other events planned in the area. County wide events being planned include the Mid-state Fair and VINO Robles. Pandora asked that we promote Farmers Market more and will ask Paul to take pictures of the outrigger canoes that leave from her house.
 - e. Marketing Update:
 - i. Significant growth in social channels and the newsletter will go out next week or the week after.
 - 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
 - iii. Danielle will send marketing hashtags to Pandora
 - f. Vacation Rental Update: The BOS has delayed the vote on VR in Los Osos and Chuck Davidson of SLOCAL has written an outstanding letter supporting Vacation Rentals. Cheryl will send it to Danielle, and she will send it to the whole board.
 - g. Chamber Liaison: none
- 8. Action Items**
 - a. Discuss and vote on Western Monarch Trail \$2600 sign sponsorship. Cheryl said the CBID may be able to fund the second sign in Sweet Springs, if that location is approved. Pandora motioned to fund the first sign at Sea Pines for \$2,600 and Curtis seconded; motion carried. Pandora also motioned to conceptually approve the 2nd sign at Sweet Springs, with the CBID potentially funding it. Curtis seconded and the motion carried.
 - b. Discuss and vote on Addendum to Danielle's marketing contract. This would expand spending on social media advertising by \$200 per month, monthly development of CrowdRiff stories at \$400 per month and \$1200 to set up Pinterest as a social channel to replace Twitter. The board agreed that we should be on Pinterest and also that creating CrowdRiff stories that could get picked up by Visit California would be great for our destination. Pandora motioned to accept the proposal as presented, Curtis seconded; motion passed.
- 9. Future Action Items**
 - a. Board Membership
 - b. Cycle Central Coast
- 10. Closing Comments:**
 - a. Jamie said he'd write a letter to Katie stating that she has missed to many meetings unexcused and will talk to Pattea at Bees Knees and Gary at Sea Pines to see if they have anyone they'd like to nominate to the board.
- 11. Next Visit Los Osos/Baywood Meeting**
 - Date: Tuesday, February 22, 2022
 - Time: 10:00 a.m. – 12:00 p.m. (Virtual Meeting)
- 12. Adjournment**
 - Meeting adjourned at 11:32 a.m.