

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

**Minutes**

November 13, 2012 – Back Bay Inn, Los Osos

**Board Members Present:**

Alex Benson, Baywood Inn  
Bill Lee, Back Bay Inn  
Gary Setting, Sea Pines Golf Resort

**Others Present:**

Mark Elterman, Mental Marketing  
Paul Irving, Bayside Life  
Bill Stanfield, Mental Marketing

**Absent:** Maggie Juren, Beach-N-Bay Getaways (excused)

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** By Chair Gary Setting at 11:39 a.m.
2. **Public Comment:** Gary informed the Board that the annual “Snow Day” is coming up on December 1<sup>st</sup> from 12:00 to 6:00 p.m. at the Sea Pines Golf Resort. It is the event’s 5<sup>th</sup> year and will benefit Project Surf Camp.
3. **CBID Update/Financials/Programs Funded through Local Boards:**
  - a. Cheryl distributed the October Local Fund Update CBID Stat Summary. Stay Page Views in the past 30 days has been at 14.5%. Individual Lodging Property Profiles have had 4,454 views. It was questioned how many of those views were for Los Osos/Baywood properties. Mark from Mental Marketing will be able to pull statistics for that at another time. Facebook “likes” have increased 1,000 in the past 30 days, with a total of 9,256. E-mail subscribers are at 12,801 with new sign-ups daily. July and June year-over-year TOT is up 4.8% for Los Osos/Baywood. The 3<sup>rd</sup> Quarter TOT report will be available in December.
  - b. The next CBID Board Meeting is scheduled for tomorrow (November 14<sup>th</sup> at 12:00 p.m. at the Apple Farm). Cheryl continues to encourage members to attend.
  - c. Cheryl encouraged lodgers to inform their guests about the Ultimate Road Trip Giveaway and encourage them to enter.
  - d. The CBID is recommending that the Local Fund Boards do not limit consecutive terms due to the limited size of constituents that can serve. It is asked that Board members that wish to continue serving on the Boards submit a letter of intent to continue service 60 days prior to term expiration.
  - e. In the future, Gary will be presenting the Financials as they will be managed by the Board. Year to Date, including July through September, Los Osos and Baywood collected a BID assessment of \$7,717. Current Net Income is \$37,372.65, including approved expenses. Gary suggested gathering a few members of the Board to prepare a budget in preparation for the next meeting. Cheryl encouraged setting aside the majority of the budget funding for Marketing.
4. **Committee Reports:**
  - a. Beautification/Outreach: Alex Benson has been working on tying in signage to the Oso de Oro Loop as well as possibly tying the loop to a smart phone application. Alex conducted a survey of companies that route applications; with Sutro Media being the one of the most interest at this point. Paul Irving suggested waiting for the CBID to complete their app for the Discovery Route prior to making any

decisions due to budget size. Alex will continue investigating in the meantime; no decisions will be made without Board approval. A discussion followed regarding costs of using an app versus a mobile website that is accessible on smart phones (apps run about \$30,000). The CBID's approval for the Discovery Route app will likely occur in December.

- b. Events and Marketing: The regional destination page was discussed as well as creating an overall Events calendar within the Board. Alex suggested identifying a Chair for Events and Marketing (now that Victoria has stepped down from the Board) and to then approach a member of the Oktoberfest celebration to see if the Board can be of assistance to the event.
- c. Stewardship Traveler Program Liaison: No report at this time; however, Diane Strachan will be attending the December meeting.

## 5. Presentation:

- a. Mental Marketing – Mark Elterman and Bill Stanfield
  - i. The Marketing Company has been hired by the CBID and they have helped create the Discovery Route, content, website, further media outlets, etc... Mark and Bill distributed a CBID Public Relations Activity Report with the information of different coverage by the media outlets they have worked with on CBID projects.
  - ii. They are writing a Marketing Plan for the San Simeon Local Fund Board at this time and are working on their message and focus. It was encouraged that the Board focus on their “big idea” or “key message”, which Mental Marketing can help create, and make the determination of how much the Board wants to spend on marketing. They stress that Brand is very important, so that the Board can reinforce the same message.
  - iii. They charge as a consultant on an hourly basis (\$125) and provide estimates for each project.
  - iv. The Board can determine how much or how little they want Mental Marketing to do for them. The firm can promote and market events; however, they do not create and manage them.
  - v. Mental Marketing uses search engine optimization, such as key word searches, Google analytics, etc... They reported that there are about 800,000 searches for Highway 1 per month (as realized with the creation of the Discovery Route).
  - vi. Bill and Mark gave the Board suggestions on how to create inexpensive and easy promotion (creating a video contest and post winning video on YouTube), host journalists, etc...).
  - vii. Bill encouraged the board to first identify their marketing budget prior to entering into a relationship with Mental Marketing.
  - viii. Paul was curious to know more about what the other Boards are doing: what's working for them, what's not, their marketing checklist, percentages spent in other areas, etc...

## 6. Action/Discussion Items:

- a. Discussion and Vote for Approval - Vacant Board Seat Applicant, Paul Irving: Alex Benson made a motion to approve Paul Irving's Application for Appointment to the Visit Los Osos/Baywood Board (Los Osos/Baywood Park/Uninc. Morro Bay Local Fund Advisory Board). Bill Lee seconded the motion; motion carried with no one abstained or opposed.
  - i. Gary Setting made a motion to appoint Paul Irving as the Events and Marketing Committee Chair. Alex Benson seconded the motion; motion carried with no one abstaining or opposed.
- b. Discovery Route: There are 2 ways to access the Discovery Route: through [www.WineCoastCountry.com](http://www.WineCoastCountry.com) and [www.highway1discoveryroute.com](http://www.highway1discoveryroute.com). Cheryl distributed a one-pager with information that included what has been created to promote the Discovery Route and ways lodging properties can take advantage of the Discovery Route as a resource (Ultimate Road Trip Giveaway, YouTube video link, etc...). Cheryl also distributed rack cards for the Discovery Route for members to distribute at their respective locations.

- c. Savor Recap: Ticket sales for Sunset Savor the Central Coast were up 18% from 2011. The total attendance (including staff and volunteers) was 9,422. 40% of attendees were from out of the area with 10% from Los Angeles and 10% from San Francisco. 55% of attendees were between the ages of 45 and 64. There were 622 entries in the Ultimate Road Trip Giveaway.
- d. Discussion and Vote for Approval - US Airways Co-Op: Cheryl reiterated from the last meeting that this is an editorial only (no ads) and each page will cost \$3,500. The editorial will be featured in the March issue and reproductions can be obtained at an additional cost. Cheryl encouraged the Board to consider committing to two pages (1 for Los Osos/Montana de Oro and 1 for Baywood Park/Morro Bay Estuary). Alex Benson made a motion to approve two pages for the US Airways Co-Op. Bill Lee seconded the motion; motion carried with no one abstaining or opposed. Gary Setting and Bill Lee will be the contact persons with US Airways for the project.
- e. Discussion and Vote for Approval - Weather Station/Web Cam Project and Location: Due to time limitations, this will be tabled to the December Meeting.
- f. Budget Discussion/Priorities: Due to time limitations, this will be tabled to the December Meeting.

**7. Future Agenda Items/New Business**

- a. Stewardship Traveler Program Plan Presentation with Diane Strachan (Allow 20 Minutes)
- b. Discussion and Vote for Approval – Weather Station/Web Cam Project and Location
- c. Budget Discussion/Priorities

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

Date: Tuesday, December 11, 2012

Time: 10:00 a.m. – 11:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

**9. Closing Comments: None**

**10. Adjournment**

The meeting was adjourned at 1:06 p.m.