

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

Minutes

June 25, 2013 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Paul Irving, Bayside Life
Bill Lee, Back Bay Inn
Gary Setting, Sea Pines Golf Resort

Others Present:

April Dury, AJ Soups
Ryan Garcia, Booking.com
Katrina Lee, Booking.com
Julie Tacker, J.H. Edwards Co.

Absent: Alex Benson (excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** By Chair Gary Setting at 11:06 a.m.
2. **Public Comment:** Julie Tacker mentioned that a land use proposal has begun for a McDonald's (fast food restaurant) in Los Osos. She is concerned about the waste and water usage (estimated at 1,875 gallons/day), which is a paramount issue in Los Osos. The Los Osos Advisory Council will be discussing this matter at their next meeting and will make a recommendation to SLO planning. Other concerns include parking, traffic, and the change of character to the community of Los Osos and Baywood Park. Cheryl reminded the Board that the CBID does not take positions on city/county policy matters and is not an advocacy group. Any members that would like to discuss this matter further should do so after the meeting or at another time, as it does not relate to the mission of this board.
3. **Consent Items:**
 - a. Approval of 5/28/13 Minutes: Bill Lee made a motion to approve the Minutes of the May 28, 2013 Meeting as written with no additions or corrections. Paul Irving seconded the motion; motion carried unanimously.
4. **Presentation**
 - a. Bettina Swigger, Festival Mozaic: Bettina was not in attendance; this presentation will be tabled to the July meeting.
 - b. Katrina Lee and Ryan Garcia, Booking.com: Ryan and Katrina introduced themselves and stated that Booking.com and WineCoastCountry.com have recently partnered, and the website will be used as the booking engine for WineCoastCountry.com. There are no costs to be included on the website, as they work off of a 15% commission with an open contract. The website can be translated into 40 languages and therefore reaches international visitors. Inventory is solely based on the lodging constituent, who has full control of which rooms/homes are available to book online as well as which dates they are available. Booking.com does not collect the guest's information; this will be handled directly by the lodging constituent. The registration form includes what type of facilities are available, the business' policies, etc..., so that Booking.com can facilitate the building of the page. The CBID is the first improvement district to begin a relationship with a booking engine and could likely provide more instant results for lodging constituents from WineCoastCountry.com. The goal is to launch prior to the October shoulder season launch.
5. **CBID Update/Financials/Programs Funded through Local Boards:**
 - a. Cheryl mentioned that Los Osos is on the cover of the most recent issue of Sunset Magazine.

- b. May Local Fund Update: Web traffic year-over-year is down, with 1,200 direct referrals from Hearst Castle being lost; however, a Hearst Castle “microsite” has been created by the CBID to get that traffic back. A CBID Board Member will be leaving the board and will be joining the Hearst Castle Aramark team, which will put him in charge of the website, so hopefully a solution will be reached in the near future.
 - c. Facebook “likes” are up 1,200 as a result of the Sunset Savor getaway. There were 118 unique visitors to the Los Osos/Baywood destination page in the month of May.
 - d. The TOT results from the STR Report are unfortunately no longer available. The Los Osos/Baywood TOT is up 18.8% year-over-year (July through December) and is up 5.3% for January through March.
 - e. The Sunset Savor lodging packages (discussed at the May meeting) are still available for those who wish to participate and are highly encouraged. Volunteers are needed for the region’s Sunset Savor booth; please notify Melissa or Cheryl if interested.
 - f. The next CBID Board Meeting will be held on June 26th at 12:00 p.m. at the Apple Farm.
 - g. 2012 Year End Report and Ordinance Renewal: The CBID Ordinance was renewed through the Board of Supervisors with a protest percentage of 7.56% (the goal was to be less than 20%). \$4.7 million in TOT has been collected since the CBID was created and formed. 104 funding applications in one year (2012) were approved. The Shoulder Season Promotion resulted in a 9.9% increase in TOT. There has been an average of 10,300 unique visitors per month to the website, which will soon be mobile responsive.
- 6. Financials:** The current financials and approved fiscal-year budget were distributed. The estimated income has already been surpassed with May and June still unaccounted for. The estimated income was \$49,600, while the total income collected as of April 30th was \$49,995.
- 7. Committee Reports:**
- a. Beautification/Outreach: Alex was not in attendance; no report at this time.
 - b. Events and Marketing:
 - i. “Barefoot” Concerts on the Green (Sea Pines) are underway and are well attended. Bill recently participated in JuneFest, which was well received by the community. The next event will be BoatZart on August 25th at the Back Bay Inn. Gary has found success in generating packages for return guests with Concerts on the Green. BayFest is scheduled for September 1st with an estimated 600-1,000 people in attendance.
 - ii. Event Packages: Cheryl would like the board to consider hiring a marketing firm for the launch of the shoulder season for packages, etc... Bill mentioned that he would support the partnering of another community to hire a marketing firm for equal marketing to each area, as there are only 3 prominent lodging facilities in Los Osos/Baywood Park. The board should pick an event that they would like to market, hire the decided upon firm and/or person, have the chosen marketer advertise, and then determine how much revenue was made and move forward from there. The board will need to determine how much they would like to designate towards marketing and identify those who do tourism marketing and/or get recommendations from others and proceed with a decision.
 - c. Stewardship Traveler Program Liaison: There is no report at this time; however, it was stated that there are approximately 70 activities that will be launched in August. Any new activities will need to have the appropriate paperwork submitted to Diane by July 1st for the August launch. Paul suggested that these activities be paired with other events and included in packages.
- 8. Action/Discussion Items:**
- a. Discussion and Vote for Approval – Renewal of Alex Benson’s Term: Bill Lee made a motion to approve the renewal of Alex Benson’s 2-year term as a Board member; Paul Irving seconded the motion. Motion carried unanimously.
 - b. Discussion and Vote for Approval – Logo Proposal or Logo Contest: Paul’s brother was possibly going to submit a logo proposal; however, he has too many other projects going on at this time. The logo may be a part of the scope of services prepared for the marketing firm.

9. Future Agenda Items/New Business:

- a. Presentation: Harbor Festival 2013
- b. Presentation: Bettina Swigger
- c. Discussion and Vote for Approval: Marketing Budget/Scope of Services

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, July 23rd, 2013

Time: 11:00 a.m. – 12:30 p.m.

Location: Sea Pines Golf Resort

11. Closing Comments:

12. Adjournment

The meeting was adjourned at 12:20 p.m. (Paul, Bill)