

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

**Minutes**

February 25, 2014 – Sea Pines Golf Resort, Los Osos

**Board Members Present:**

Alex Benson, Baywood Inn  
Paul Irving, Bayside Life  
Bill Lee, Back Bay Inn  
Pandora Nash-Karner, Vacation Rental Owner  
Gary Setting, Sea Pines Golf Resort (Chair)

**Others Present:**

Mark Elterman, Mental Marketing  
Bill Stansfield, Mental Marketing

**Absent:** None

**CBID:** Cheryl Cuming (CAO)

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1. **Call to Order:** By Chair Gary Setting at 11:05 a.m.
2. **Public Comment:** None
3. **Consent Items:**
  - a. Approval of 1/21/14 Minutes: Alex Benson made a motion to approve the Minutes of the January 21, 2014 Meeting as written with no additions or corrections. Bill Lee seconded the motion; motion carried unanimously.
4. **CBID Update/Financials/Programs Funded through Local Boards:**
  - a. January Local Fund Update: There were 290 unique visits per day to the website with 134 visits to the Los Osos/Baywood destination page. Facebook “likes” are at 19,304 with a weekly reach of 23,178. The Quarterly TOT report will be available at the next CBID meeting.
  - b. “The Living Sea” film was played at the Hearst Castle theatre for free every Saturday in February; 560 people attended over the four weekends.
  - c. The booking engine presentations have been completed and a decision will be made at the CBID board meeting tomorrow. Zeppelin and Jack Rabbit were the two presenters as only 3 responded to the Request for Proposal.
  - d. CoastalDiscoveryRoute.com is the 2<sup>nd</sup> highest referral site to WineCoastCountry.com.
  - e. A checklist on how to integrate the Stewardship Traveler Program was included in the board packet. Let Cheryl know if there are any questions.
  - f. The next CBID Board Meeting is February 26<sup>th</sup> at 12:00 p.m. at the Apple Farm.
5. **Financials:** The July through December contribution was 2.36% with a net income of \$3,866.31 and a carry forward of \$33,575.77.
6. **Committee Reports:**
  - a. Beautification/Outreach: Pandora stated that the first “Welcome” sign is nearly finished and will be revealed at a Celebrate Los Osos event at the red barn; this will be a “Thank You” to the construction workers. Due to new permit regulations (since 25 years ago when the sign was first installed), the sign will need to remain in its old location.
    - i. Signage Update: As discussed per the last meeting, Alex requested the changes to the sign proposal to include text and icons to give a uniform look. The County stated that they will be able to fund the entire project. Alex will look into signage (billboard) on Highway 101.
  - b. Events and Marketing: Gary discussed the current events for 2014, which include Concerts on the Green (May 17<sup>th</sup> to the end of October with a break in August); JuneFest (June 1<sup>st</sup>); Bay Fest (August 31<sup>st</sup>); Oktoberfest (last Sunday in October); and BoatZart (August 24<sup>th</sup>). Local music events are occurring at the

gallery at the Back Bay Inn. Gary is waiting for the website to be completed for an Events Calendar; Cheryl reminded the board to let her know if any new events need to be added to WineCoastCountry.com.

- i. Mental Marketing Update: Bill reviewed the comments and suggestions from the board at the January meeting in regards to the logo. He presented different types of fonts and font treatments along with the color palette, and layouts of the font and logo. Pandora suggested that with the stacked logo, the font be placed below the icon.
- c. Stewardship Traveler Program Liaison: Bill hasn't spoken to Di; however, it was mentioned that Stewardship Lodging packages should be created and are strongly encouraged. The packages can be incorporated into the Co-Ops discussed at the January meeting as a giveaway prize. Potential Spring Packages were discussed: enjoy the daily STP tours and give out something related to wine (such as a bottle or wine tasting). Mark will create a "Stewardship Wining & Dining" package when everyone e-mails him with their contributions; the package will include a component of wine, lodging, and Stewardship Travel. Pandora will contact Dennis to see if the kayaking tour can be included as well as Chris at the Morro Bay wine cellar. Mark will write up what the elements are, once kayaking and wine tasting are confirmed with Pandora, with Stewardship activities and will confirm through Melissa. The Spring package will begin March 1<sup>st</sup> and end May 31<sup>st</sup>. Cheryl suggested including Montana de Oro in the Spring Package, even though there is no set Stewardship activity.

**7. Action/Discussion Items:**

- a. Discussion and Vote for Approval – Renewal of Board Term for Bill Lee: Alex Benson made a motion to accept Bill Lee's letter of intent to serve on the Board for another term. Pandora Nash-Karner seconded the motion; motion carried unanimously.
- b. Discussion and Vote for Approval – Tourist-Oriented Directional Signs (TODS): Alex Benson made a motion to rescind the motion for funding of the TODS made at the January meeting due to the County finding the signs to be standard County road signs, which they have budgeted for and will fund themselves. Pandora Nash-Karner seconded the motion; motion carried unanimously.
- c. Discussion and Vote for Approval – Cooperative Marketing Opportunities: Cheryl reviewed the Co-Op marketing opportunities as discussed at the January meeting. Let Cheryl know by the April meeting if the board is interested in the US Airways Events Feature. This vote will be moved to the April agenda to give time for the website to be created prior to release.

**8. Future Agenda Items/New Business:**

- a. Presentation: Mental Marketing – Review Marketing Plan (Allow 30 Minutes)
- b. Discussion and Vote for Approval – Cooperative Marketing Opportunities
- c. Discussion and Vote for Approval – Marketing Plan

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

Date: Tuesday, March 25, 2014

Time: 11:00 a.m. – 12:30 p.m.

Location: Sea Pines Golf Resort, Los Osos

**10. Closing Comments:** None

**11. Adjournment**

The meeting was adjourned at 12:31 p.m. (Alex, Bill)