Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Wednesday, July 3, 2019 11:30am Visit SLO CAL Conference Room 1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS C. Davison

CONSENT AGENDA – motion required

C. Davison

3. Approval of June 21, 2019 Executive Committee Meeting Minutes

Staff will request Committee approval of the June 21, 2019 Executive Committee Meeting Minutes.

CEO REPORT C. Davison

4. CEO Report (15 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS C. Davison

5. Executive Committee Seat (15 min) – motion required

The Committee will discuss the open seat on the Executive Committee and make a recommendation for Board approval.

6. Community Engagement Plan (15 min) – motion required

The Committee will review Visit SLO CAL's Community Engagement Plan and make a recommendation for Board approval.

7. Surfers of Tomorrow Sponsorship (20 min) – motion required

The Committee will review a title sponsorship opportunity with the Surfers of Tomorrow's current Pismo Beach Open and the establishment of a second event in Morro Bay, and will consider a recommendation for Board approval.

8. Oceano Dunes Advocacy (15 min) – motion required

Staff will provide an update on the California Coastal Commission's consideration of restrictions on OHV riding at the Oceano Dunes State Park, and will request feedback, at the request of south county partners, on what advocacy role Visit SLO CAL should play on this issue.

9. Morgan Stanley CD Account Update (10 min)

Staff will report out on income generated on Visit SLO CAL's reserve funds from its laddered CDs through Morgan Stanley.

10. TMD Renewal Update (15 min)

Staff will provide an update on the TMD renewal process including key next steps.

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805) 541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Friday, June 21, 2019 11:30am Visit SLO CAL Conference Room 1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: Mark Eads, Jay Jamison, Clint Pearce

ABSENT: Aaron Graves

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 11:36 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

- 3. Approval of May 13, 2019 Executive Committee Meeting Minutes
- 4. Approval of May Visit SLO CAL Financials
- 5. Approval of Visit SLO CAL's Travel & Expense Policy

Davison outlined the key changes to Visit SLO CAL's Travel & Expense Policy, including clarifications that employees should stay at the conference hotel whenever feasible, and that laundry service is only covered when clothes are needed for additional days of travel.

Public Comment - None.

Committee Discussion.

ACTION: Moved by **Eads/Jamison** to approve the Consent Agenda as presented.

Motion carried: 3:0

CEO REPORT

6. CEO Report

Davison reviewed U.S. Travel's Travel Trends Index for April 2019 vs April 2018 and provided a TOT update through April 2019. He noted that the professionally-recorded videos and pdfs of presentations from the Destination Summit are now available on the Resources page of SLOCAL.com, with login access. He reported out on his presentation at the City Nation Place Conference (June 6, 2019), and noted that several of our local DMO partners attended the conference. He also reported out on Visit SLO CAL's bi-annual Advisory Committee Meeting (June 13, 2019), and he recognized the Committee and Board members who attended in support of Visit SLO CAL's efforts. He provided the highlights of Visit SLO CAL's IPW Sponsorship co-op (June 2-5, 2019), an activation that was seen by more than 6200 attendees, including 1300 international buyers. Davison noted that the County will post the Unincorporated Area Lodging Seat on the Visit SLO CAL Board of Directors from July 1-10, 2019 and that the Board of Supervisors will make the appointment in July. Visit SLO CAL is waiting to hear back from the County on when the appointment of this seat will be on the agenda the Board of Supervisors agenda. He added that interested parties are asked to send an application to Nikki Schmidt at nschmidt@co.slo.ca.us. John Arnold, who held the Paso Robles appointed seat, formally resigned, effective immediately, on June 18, 2019. Davison recommended addressing the vacant Executive Committee seat held by Arnold at the July 3, 2019 meeting. Davison reported out on CalTravel's Board Meeting and Tourism Advocacy Day at the State Capitol (June 19, 2019), and invited the Committee to attend a new Air Service Announcement on June 26, 2019 at 10am at ACI Jet Center, located near the SLO County Regional Airport. He also reported out on local meetings and his upcoming travel schedule.

Public Comment - None.

Committee Discussion. The Committee accepted John Arnold's resignation and recommended reaching out to Hemant Patel as a possible replacement due to his Paso Robles and Morro Bay property connection in advance of the July 3, 2019 Executive Committee meeting to discuss his interest in the open Executive Committee seat.

BUSINESS ITEMS

7. Community Engagement Plan

Davison outlined the Objectives, Strategies and high-level components of Visit SLO CAL's draft Community Engagement Plan, and requested feedback from the Committee. The final plan will be presented to the Executive Committee at the July meeting before proceeding to the Board in July for approval.

Public Comment - None.

Committee Discussion.

8. Destination Management Strategy Recommendations

Davison provided a progress update on the Destination Management Strategy (DMS) planning process, noting that the Steering Committee provided feedback and recommended approval of the Full Draft Report last week, and that the Final Report will be presented to the Board at the July meeting for approval. Chris Fair, President of Resonance, will be presenting the Final Report at the Board meeting, and as such, the meeting will need to be extended by 30 minutes. Once approved by the Board, Visit SLO CAL's staff will begin working with Resonance to develop the Work Plan, and the high-level Work Plan and prioritization recommendations will likely come before the Board in September for feedback, approval and prioritization. Davison requested feedback on the recommendations, outlined the timeline of key next steps and requested a motion to recommend approval of the Final Report.

Public Comment – None.

Committee Discussion.

ACTION: Moved by **Jamison/Eads** to recommend Board approval of the Destination Management Strategy Final Report.

Motion carried: 3:0

9. TMD Renewal Update

Davison noted that the draft timeline, draft Management District Plan and draft petition are all currently being reviewed by the County's legal team. All of the city managers have now signed off on the Tourism Marketing District renewal terms. Delays in the approval process, contingent on the completion of the ROI Study, have continued to shift the timeline of the petition drive launch. Guy Savage, Assistant CAO has suggested that the petition may not be released until August. Visit SLO CAL is building the presentation decks for the community lodging meetings and city council meetings in advance of that release. Davison outlined the proposed timeline for the TMD Renewal process. He also noted that as Visit SLO CAL launches the petition process, it would like to request the support of its Board of Directors in the collection of signed petitions. He noted that Board stated at the May 15, 2019 meeting that they were willing to assist with this process, and he asked for feedback on what the Board might be willing to do.

Public Comment - None.

Committee Discussion. The Committee outlined that all Board members should be willing to commit to: 1) Making phone calls to lodging partners in their communities; 2) Hosting community lodging meetings; 3) Attending meetings with lodging partners to obtain signatures; and 4) Collecting lodging petition signatures.

10. Marketing Update

Davison provided an update on travel trade efforts and reported out on earned, owned and paid media results. He also highlighted the final FY2019/20 media plan adjustments that were made after the Business & Marketing Plan was approved by the Board in May.

Public Comment - None.

Committee Discussion.

ADJOURNMENT

ACTION: Moved by **Pearce/Jamison** to adjourn at 1:07 pm.

Visit SLO CAL

2019-2020 Community Engagement Plan

Objective

To raise community awareness of the organization and adoption of the destination brand name.

Brand Names and Characteristics:

Organization Brand

<u>Brand Name</u>: **Visit SLO CAL** is the countywide nonprofit destination marketing and management organization.

Brand Characteristics:

Logo:

SALUIS OBISPO COUNTY CALLIFORNIA®

We are known for our values:

Future Focused: *Delivering today with an eye on tomorrow*

Collaboration: Our partnerships inform and support economic success

Drive: We bring enthusiasm to our initiatives and focus on results

Stewardship: We are mindful of our resources and the SLO CAL brand

People want to work with us because we are known to be:

- Strategic
- Connectors
- Creative
- Inspiring
- Essential

Destination Brand

Brand Name: SLO CAL is the unifying regional destination brand for San Luis Obispo County.

Brand Characteristics:

Logo:

This destination is known for being:



- Recreational and Adventurous
- Genuine & Authentic
- Unpretentious, Friendly and Casual
- Fun & Playful

We offer visitors:

- Diversity of experiences
- Freedom to take life at their own pace
- Opportunities not limited by time, money or experience

Lodging Investors

Who they are: Visit SLO CAL Board of Directors and lodging investors

<u>Why they matter</u>: They are our shareholders and the group our organization works to serve. Our goal is for them to internalize their role as co-owners of our organizational brand identity, embrace our mission, champion the destination brand, and be ambassadors for our strategic initiatives.

Community Stakeholders Who they are: Elected officials, senior public-sector staff (County CAO, city managers)

<u>Why they matter</u>: They are stakeholders in the success of the Tourism Marketing District renewal and set policies and budgets affecting current and future tourism growth and development. Our goal is for them to view our organization as essential to meeting their community goals, embrace our mission, champion the destination brand and partner in implementing our strategic initiatives.

Industry Partners

<u>Who they are</u>: Owners, managers and staff of tourism-serving organizations and businesses, including local BIDs, restaurants, wineries, attractions, etc.

<u>Why they matter</u>: They are essential to delivering on and promoting the destination brand promise. Our goal is for our industry partners to lean into opportunities to work with us because they experience our organization living up to our brand intention, of being strategic, creative, inspiring and essential to their success. Concurrently, they are champions of the destination brand and join us in helping to reinforce the SLO CAL brand amongst visitors and residents.

Influencers

<u>Who are they</u>: Well-organized and engaged public and private sector organizations (Airport, Cal Poly, Chambers of Commerce, Economic Development Organizations, Home Builders Association, Land Conservancy of SLO, governing boards such as SLOCOG, RWQCB, APCD, State Parks, etc.)

<u>Why they matter</u>: They are fellow stakeholders in the policy decisions affecting the future of the region and ambassadors for both brands. Our goal is to engage them as loyal coalition partners who evangelize the merits of our strategic initiatives because they see and value opportunities for shared success and have experienced our organization living up to our brand characteristics.

General Public

Who are they: The residents of SLO CAL

Why they matter: They are the heart and soul of the destination who establish, live and model our community values. Our goal is for them to know, embrace and live the SLO CAL destination brand. We want them to adopt SLO CAL into their vernacular and proudly showcase it as part of their identity. They are a secondary audience to our organization as we seek to deliver a destination that ultimately enhances the quality of life for those who live, work and play in our communities. As such, we are seeking to earn their recognition and trust that the tourism industry is working to enhance their quality of life by creating and maintaining the unique character and experiences that make SLO CAL a desirable place to call home.

Visitors

<u>Who are they</u>: The visitors to SLO CAL spending the night in our lodging properties or visiting SLO CAL on a day trip, experiencing this destination as a guest of our community.

<u>Why they matter</u>: They are the people that visit our destination either in a day trip or are staying in one of our lodging properties. They keep our economy continuously moving forward as they spend their dollars in our investors' and partners' businesses. Our goal is for them to know, embrace and love the SLO CAL destination, keeping them coming back and sharing the beauty of this place with their friends and family, and becoming ambassadors of this place as they return home.

Outreach Strategies:

The following outreach strategies are proposed as a starting point but should not be construed as the totality of the community engagement strategy being contemplated into the future. Not every piece of the strategy will take the same priority nor will each piece be done all at once.



Position Visit SLO CAL Staff as Experts in Travel & Tourism

Focus: Lodging Investors, Community Stakeholders, Industry Partners, Influencers

- This Week in SLO CAL (TWISC)
 - This is currently a weekly email focused on promoting Travel & Tourism information to Visit SLO CAL investors and partners. The focus in the past has been general information about the industry, upcoming programs, events and Visit SLO CAL specific information. Moving forward each week will be specifically focused on one of the four external facing departments within Visit SLO CAL including travel trade, marketing, communications and engagement and advocacy. For months with a fifth week, the focus will be an update from the President & CEO.
 - Each department will also be responsible for creating two components to be included in TWISC. First, a 500-word article written on a variety of potential topics including recent professional activities they have participated in, industry trends, upcoming issues in government, etc. Additionally, each department will record a two-minute audio update on a topic different from the article, focused on toplevel highlights in their area of expertise.
 - When appropriate, Visit SLO CAL staff will be encouraged to shoot video footage on location at different lodging properties and throughout the community highlighting our partners and promoting industry specific information. This footage can be used in TWISC or other owned media channels.

Provide Travel and Tourism Partners with SLO CAL Branding Resources

Focus: Lodging Investors, Industry Partners, Influencers, General Public, Visitors

- Branding Toolkit
 - The Visit SLO CAL Marketing Department will create a digital toolkit, including social media image templates, e-blast images, standard ads, and a digital button for more information to be used on our partner's website, social media channels, etc.
 - Lodging Investors and Industry Partners will also be provided with a number of items available for distribution and promotion in their properties, including "SLO CAL" stickers, "Life's Too Beautiful to Rush" static clings and stickers and destination specific postcards.
- SWAG/Apparel
 - Visit SLO CAL will work to create "SLO CAL" and "Life's Too Beautiful to Rush" swag and apparel which will be available for sale through partnerships with local retailers. These items may include t-shirts, water bottles, canvas totes, etc. This activation may also require paid media and social media ads to support local adoption of the SLO CAL brand and "Life's Too Beautiful to Rush" campaign.

Support Local Activation of the SLO CAL Brand

Focus: Lodging Investors, Industry Partners, Influencers, General Public, Visitors

- SLO CAL Crafted
 - Once the SLO CAL Crafted trademark has been finalized, Visit SLO CAL will develop a product certification for SLO CAL Crafted product, as well as a digital toolkit including social media image templates, e-blast images, standard ads and a digital button for more information to be used on partner's website. Visit SLO CAL will work with crafters to ensure the SLO CAL Crafted certification is prominently placed on local product and may support crafters with SLO CAL Crafted stickers, rubber stamps, etc. Visit SLO CAL will also develop a microsite with product and store information where visitors and residents can find SLO CAL Crafted certified product for sale. This activation may also require paid media and social media ads to support promotion of the SLO CAL Crafted program and products.
- Partner Activations
 - Visit SLO CAL will work with organizations that market in SLO CAL to similar personas and have a broad reach on social media to establish formal on-brand marketing partnerships in order to perpetuate the SLO CAL brand. These partnerships should be focused in-market for consumption by residents and our investors and partners. This activation may also require paid media and social media ads to support these activations.

Measures of Success:

- Increased awareness of Visit SLO CAL as a Destination Marketing and Management Organization, it's role, responsibilities, programs and contributions amongst lodging investors, community stakeholders, influencers, and leading industry partners
- Greater awareness of Visit SLO CAL among the general public as a strong community advocate, working to better resident quality of life
- Increased inbound marketing and strategic partnership opportunities
- Greater awareness of the positive economic impact that tourism plays on the SLO CAL economy
- Greater use of "SLO CAL" by local industry partners in guest and resident experiences
- Increased in the number of media channels contacting Visit SLO CAL for comment and information relating to the expertise of our organization
- Increased access to and influence with elected officials
- Increased use of #SLOCAL on social media
- Widespread use of the SLO CAL Crafted certification program
- High levels of engagement on social media platforms including click through rates and simple clicks
- Frequency of traditional paid media in-market

ENVIRONMENT

No more off-road riding at the Oceano Dunes? Coastal Commission staff says 'it is time'

BY KAYTLYN LESLIE

JUNE 25, 2019 05:41 PM





The era of riding at the Oceano Dunes State Vehicular Recreational Area may be coming to a close after decades of controversy and debate.

In what would be a critical decision for the Oceano Dunes, California Coastal Commission staff is advising the state board to take steps to stop recreational off-highway vehicle (OHV) use at the Central Coast park.

The recommendation was due to issues regarding "air quality and public health, rare and endangered species and habitats, environmental justice, and tribal concerns," staff said in a June 21 report.

"The bottom line in staff's view is that the Park and the (coastal development permit) cannot continue to operate as it has in the past," read the report. "... it is time to start thinking about ways to transition the Park away from high-intensity OHV use to other less intensive forms of public access and recreation."

"Put simply, in staff's view a park that is fully consistent with on-the-ground realities, and with coastal resource protection requirements, does not include OHV use," continued the report.

PHASING OUT OHVS

The report was released ahead of a California Coastal Commission meeting in San Luis Obispo on July 11, when the Commission is expected to review the permit for the Oceano Dunes State Vehicular Recreation Area.

There, it could choose to implement a number of staff recommended changes to the permit, including prohibiting night riding, increasing enforcement and adding more fences at the park—all with the goal of eventually phasing out OHV use.

"We've kind of come to this realization," the Commission's Central Coast District Director Dan Carl told The Tribune in a phone interview Tuesday. "It's not been an 'aha!' moment — it's been a steady progression of these issues kind of ratcheting up."

"We think OHV use is just not something that is appropriately a use out there," he said. "We just don't see how OHV use can be squared with the local coastal plan."

Such a decision could irrevocably change the landscape and economy of southern San Luis Obispo County.

State Parks estimated that the Oceano Dunes State Vehicular Recreation Area and Pismo State Beach had an estimated <u>economic impact of \$243 million</u> on San Luis Obispo County in 2016-17.

According to that same study, more than 2.2 million people visited the State Parks district in that time — most from outside the area.





Hundreds of dune buggies drove across the sand at the Oceano Dunes in San Luis Obispo County, California, for the second Dune Buggy Reunion. The event featured a parade, outdoor movie and freestyle hill climbs.

By **David Middlecamp**

MORE RANGERS AND FENCING, NO NIGHT RIDING

The park itself is nearly 3,600 acres, extending about 6 miles along the beach. Off-highway vehicles are allowed on 1,500 acres of that, or less, depending upon the season.

It was officially turned into an off-roading park in the 1980s.

Under staff's proposed plan, the Commission could change the park's permit to "begin to better address coastal resource concerns."

Some of those initial changes would include:

- **Increasing enforcement** of all vehicular use limits, speed limits and other vehicular requirements; would also call for additional signs, rangers and parameters for verifying that the number of vehicles in the park doesn't exceed maximum allowances.
- Adding fencing to protect coastal resources.
- **Prohibiting night riding** from one hour after sunset to one hour before sunrise.
- Stopping OHV and camping operations when the Arroyo Grande Creek flows to prevent creek crossings.
- **Reducing vehicular and OHV daily use limits** depending on acreage that is available for use that day due to dust control requirements or other exclosures (prohibited areas).
- Eliminating holiday unlimited vehicular and OHV use exceptions on Memorial Day, Fourth of July, Labor Day and Thanksgiving.
- **Considering entrance modifications** that could provide vehicular access to the park while reducing coastal resource impacts.
- Making 300-acre seasonal endangered special exclosure area permanent and restore the area to natural habitat.
- Allowing for future closures for required dust control for all areas specified by the San Luis Obispo County Air Pollution Control District.

These changes would act as a first step toward eventually phasing out "high-intensity OHV use."

"We think a transition that allows for car camping could provide for a really cool feature for the public and for those that like to camp at Oceano Dunes," he said. "There's a great history of that."

All of the recommendations are up to the Coastal Commission, however, Carl noted. They could choose to not implement any of the changes, or could choose to recommend more significant ones to park operations.

If the Commission decides to approve staff recommendation at its upcoming meeting, the ball would then be in State Park's court for implementation. Carl said the goal would be to have most of the changes in place by October or December.



An SUV got stuck and water rose nearly to its roof in Arroyo Grande Creek at the Oceano Dunes on Monday, January 9, 2017. Both occupants ended up getting arrested once they made it to safety.

By McClatchy

STATE PARKS HAS ITS OWN PLAN

Meanwhile, State Parks has been pursuing its own public works plan (PWP) for operational changes at the park for more than a year.

That plan — though still in development — has been described as a long-range land-use management plan to "improve motorized and non-motorized recreation opportunities at the park," while complying with the California Coastal Act, <u>according to its website</u>.

Some <u>early concepts for this plan</u> floated the idea of adding a boardwalk connecting the Grand and Pier avenue entrances, and creating a southern OHV entrance, among other changes.

The concept plans released early this year showed that the direction State Parks' PWP was heading seemed inconsistent with the Coastal Commission's ultimate goals, according to Carl.

'Here's what you need to do with your PWP,' so they don't go through with the process and spend a whole lot of money on a project that can't get approved."

Kevin Pearce, interim superintendent for State Parks' Oceano Dunes district, said State Parks has received the Coastal Commission staff report and is reviewing it at the local and state level.

Pearce said there will be more discussion between State Parks and the Coastal Commission staff on the topic, but declined further comment on the specifics of the recommendation.

He did add that State Parks is continuing work on its PWP in the meantime.

"It's too early to abandon projects that have already been initiated," he said.



Ted Cabral of the Off-Highway Motor Vehicle Recreation Commission calls action by the San Luis Obispo County Air Pollution Control District at the Oceano Dunes "stupid" and says the agency needs to be "pushed back against" in a March 1, 2019 meeting.

By **David Caraccio**

DUNE RIDERS PREPARING FOR FIGHT

The staff recommendation rallied those who fervently support off-roading at the dunes, including the Friends of the Oceano Dunes.

"It's time for us to roll up our sleeves and fight," President Jim Suty said in a video posted to the Friends of the Oceano Dunes Facebook page Saturday.

In the video, Suty said supporters needed to be cautious in their fight, and to not accept even a partial closure of the SVRA.

"It's still a loss folks," he said of a partial closure. "It's a continued loss. It's death by 1,000 fence posts, and we're going to lose the park over time unless something drastically changes." Suty asked people to write letters, make phone calls and show up to the meeting "in force to make sure our voices are being heard." As of Tuesday, the video had been viewed more than 10,000 times.

When reached by email on Tuesday, Suty declined to comment to The Tribune on the staff recommendation.

The SVRA is the only California State Park where people can drive OHVs on the beach.



California State Parks fenced off about 20 acres in the Oceano Dunes State Vehicle Recreation Area in January 2018 to add native plants in an effort to control dust.

By David Middlecamp

DUST AND LOCAL IMPACTS

One of the biggest points of controversy at the State Park has long been whether OHV use contributes to blowing dust on the Nipomo Mesa.

Homeowners in that area have complained of health issues associated with particulate matter in the air and point to the vehicle use at the park as a cause. Others say the dust is a natural phenomenon, and that OHVs are not to blame.

<u>A 2013 study funded by State Parks</u> found that areas in the Oceano Dunes SVRA where riding occurred had five to eight times more dust emissions than areas where no riding was allowed, but researchers in the study did not conclude whether OHV riding was the cause.

Fourth District Supervisor Lynn Compton, whose district encompasses the entrances to the park and much of the South County, told The Tribune on Tuesday that she has heard from people who both want to keep and want to close the park.

"There has long been controversy over this riding area," she said. "I truly believe both sides can coexist there. However, to some of the staunch opponents, I do not believe they agree, nor do I think anything will satisfy them short of closure."

Compton said she believes there are things that could be done to mitigate some of the concerns with the park, but added that she does not believe that blowing sand is 100% caused by OHV use.

She also noted that stopping OHV use at the park would have a significant impact on the local

Matt Bronson, the city manager for Grover Beach, which is situated at one of the entrances to the State Park, said the city doesn't have an official position on the Coastal Commission staff recommendation, noting only that they "are aware but have not yet had an opportunity to review it in any detail."

Bronson did say that visitors to the park contribute to the city's economic and tax revenue, and that vehicle access to the park "is a complicated, long-standing issue here in this area."

"The city will monitor this issue carefully," he said.

Visit SLO CAL President and CEO Chuck Davison on Tuesday called the Oceano Dunes "an essential part of the tourism infrastructure and a valuable asset to our county's film industry."

"People from around the state, the country and the world travel to our destination to drive along the only beach south of the Bay area with vehicular access," he said in a statement emailed to The Tribune. "We believe there is an opportunity to effectively balance the incredible guest experience offered at the Oceano Dunes, while protecting and improving our natural areas and the quality of life for SLO CAL residents."

HOW TO COMMENT, ATTEND

The California Coastal Commission meeting will be held July 11, starting at 9 a.m. It will take place at the Embassy Suites Hotel at 333 Madonna Road in San Luis Obispo.

A live stream of the meeting will also be available on the Commission's website at www.coastal.ca.gov/meetings/agenda/#/2019/7.

Comments on the report can be submitted at the same link.

RELATED STORIES FROM SAN LUIS OBISPO TRIBUNE

	١
FNVIRONMENT	I

13-year-old girl bit by sea lion in 'very rare' attack at Pismo Beach

JUNE 19, 2019 04:43 PM

LOCAL

Suspect in mass shooting at Oceano Dunes charged with attempted murder

MAY 07, 2019 04:46 PM

INVESTIGATIONS

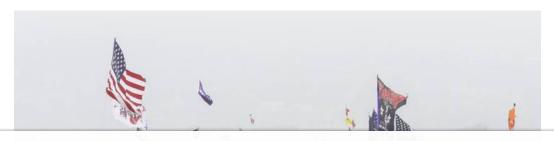
Live on or near the Nipomo Mesa? We're investigating air quality and need your help

JUNE 18, 2019 04:46 PM

LATEST-NEWS

More tragedy at the Oceano Dunes. Tulare man killed in off-highway vehicle crash

MAY 26, 2019 09:20 PM





Hundreds of dune buggies paraded along the Oceano Dunes State Recreational Vehicle Area on Sunday morning, the line stretching south to north for over 45 minutes. DAVID MIDDLECAMP DMIDDLECAMP@THETRIBUNENEWS.COM



KAYTLYN LESLIE







805-781-7928

Kaytlyn Leslie writes about business and development for The Tribune. Hailing from Nipomo, she also covers city governments and happenings in the South County region, including Arroyo Grande, Pismo Beach and Grover Beach. She joined The Tribune in 2013 after graduating from Cal Poly with her journalism degree.

○ COMMENTS ✓

14 Comments

Sort by Newest



Add a comment...



Ron Orr

What about all that citation revenue that they are going to lose. And the entry fees.

Like · Reply · 1d



Kelli Hamma

Thanks to everyone who's commented. I live in the area, own a Jeep 4×4 and have been out on the dunes a few times over 20 years, but I haven't seen any comments here addressing air quality/public health. My family and I live about 2 miles away from the riding area at Oceano Dunes. Solid, repeated scientific evidence shows that year-round OHV use is literally breaking down the sand grains into 10micron and smaller silicate particulate matter that is breathed in every day by thousands of residents downwind. Human lungs don't kick this stuff out - it stays there forever and eventually causes res... See More

Like · Reply · 1 · 1d



Ken Sturgis

You better start voting Republican or all your rights will be gone

Like · Reply · 1 · 2d



Robert Biedermann

Radical NIMBY's and junk science. Typical California politics

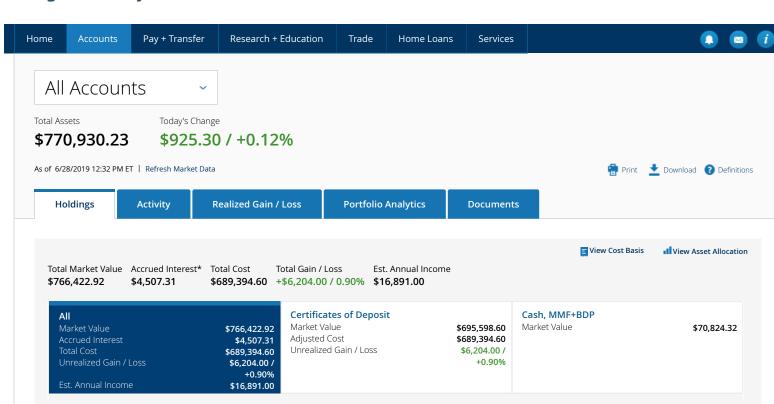
Like · Reply · 1 · 2d



Alan Thomas

Call me a radical moderate, but before a permanent shutdown, why not stop all OHV use for a test period of say 3 years and measure the particulates during that time. This would provide better data on the impacts of off roading versus other causes.





Certificates of Deposit

Product type / Security

Name	CUSIP	Last (\$)/ As Of	Quantity	Market Value (\$)	Today's Change	Unrealized Gain/Loss	Adjusted Cost (\$)	Accrued Interest (\$)	Maturity Date	Cost Basis
Total				695,598.60	-\$64,999.35 -8.55%	+\$6,204.00 +0.90%	689,394.60	4,506.76		
ALLY BK MIDVALE U MIDVALE UT CD CPN: 2.450% Due : 5/23/2022	02007GJX2	100.527 6/27/2019	35,000.000	35,184.45	-	+\$184.45 + 0.53%	35,000.00	81.56	05/23/2022	
ALLY BK SANDY UTAH CD CPN: 3.000% Due : 1/4/2022	02007GGU1	101.859 6/27/2019	65,000.000	66,208.35	-	+\$1,208.35 + 1.86%	65,000.00	937.29	01/04/2022	目
AMEX CENTURION SALT LAKE CITY UT CD CPN: 2.350% Due: 10/7/2020	02587DC89	100.143 6/27/2019	50,000.000	50,071.50	-	+\$676.90 + 1.37%	49,394.60	260.04	10/07/2020	E
BARCLAYS BK DEL CD CPN: 3.050% Due : 10/12/2021	06740KME4	101.842 6/27/2019	65,000.000	66,197.30	-	+\$1,197.30 + 1.84%	65,000.00	422.50	10/12/2021	E
BMW BK NORTH AMER SALT LAKE CITY UTAH CD CPN: 3.000% Due : 4/19/2021	05580APK4	101.414 6/27/2019	80,000.000	81,131.20	-	+\$1,131.20 + 1.41%	80,000.00	452.46	04/19/2021	
CITIBANK NATL ASSN SIOUX FALLSS D CD CPN: 2.650% Due : 4/4/2022	17312Q3T4	101.060 6/27/2019	20,000.000	20,212.00	_	+\$212.00 + 1.06%	20,000.00	124.54	04/04/2022	E
DISCOVER BK GREENWOOD DE CD CPN: 2.050% Due : 12/30/2019	254673JR8	99.954 6/27/2019	70,000.000	69,967.80	-	-\$32.20 -0.05%	70,000.00	713.56	12/30/2019	
INDEPEDENT BK CD MEMPHIS TN CD CPN: 2.900% Due : 2/8/2021	45383UTU9	101.113 6/27/2019	20,000.000	20,222.60	_	+\$222.60 + 1.11%	20,000.00	32.21	02/08/2021	E
LEGENDS BK CLARKSVILLE TENN CD CPN: 2.650% Due: 8/14/2020	52465JHJ9	100.514 6/27/2019	15,000.000	15,077.10	-	+\$77.10 + 0.51%	15,000.00	13.25	08/14/2020	E
MORGANSTANLEY SALT LAKE CITY UT CD CPN: 2.800% Due: 2/22/2022	61690UEJ5	101.420 6/27/2019	55,000.000	55,781.00	-	+\$781.00 + 1.42%	55,000.00	536.02	02/22/2022	
MS PRIVATE BK CD PURCHASE NY CD CPN: 2.650% Due : 3/8/2021	61760AWV7	100.748 6/27/2019	30,000.000	30,224.40	_	+\$224.40 + 0.75%	30,000.00	241.96	03/08/2021	
MS PRIVATE BK CD PURCHASE NY CD CPN: 2.500% Due : 9/8/2020	61760AWW5	100.362 6/27/2019	35,000.000	35,126.70	_	+\$126.70 + 0.36%	35,000.00	266.30	09/08/2020	Ξ
QUONTIC BK ASTORI ASTORIA NY CD CPN: 1 900% Due : 9/27/2019	74909QAJ8	99.922 6/27/2019	70,000.000	69,945.40	-	-\$54.60 -0.08%	70,000.00	107.24	09/27/2019	E

	C. IV. 1.500% DUC. 5/2//2015										
•	SUNWEST BK IRVINE CALIF CD CPN: 1.800% Due : 6/28/2019	86804DAL2	99.999 6/27/2019	0.000	0.00	-\$64,999.35	N/A	N/A	0.00	06/28/2019	
0	SYNCHRONY BK (FORMERLY GE CAPITAL RETAIL BANK) DRAPER UT CD CPN: 2.400% Due : 4/6/2020	87164YUW2	100.155 6/27/2019	50,000.000	50,077.50	-	+\$77.50 + 0.16%	50,000.00	268.85	04/06/2020	
•	WELLS FARGO BK NA SIOUX FALLS SD CD CPN: 2.800% Due : 6/8/2020	949763RD0	100.571 6/27/2019	30,000.000	30,171.30	-	+\$171.30 + 0.57%	30,000.00	48.99	06/08/2020	

Cash, MMF and BDP

Fx	na	ind	Al

Name	^	Market Value (\$)	Today's Change	APY (%)	Accrued Interest (\$)	YTD Int. Paid (\$)	YTD Int. Withdrawn (\$)
Total		70,824.32	+\$65,924.65 +1,345.49%	-	0.55	9.61	0.00
BANK DEPOSIT PROGRAM MORGAN N.A.	STANLEY BANK	4,899.67	-	-	0.55	9.61	0.00
O Cash		65,924.65	+\$65,924.65 +100.00%	-	-	-	-

^{*}Please note, accrued interest is based on prior day valuation and is not a real time calculation. Accrued interest may be overstated on the Payable Date of a security, since the interest paid will also be reflected as a Change (\$) in "Cash" for that day.

Account contains securities for which cost basis and/or other values are not available (indicated by a "N/A" displaying in the cost and/or gain (loss) fields). Totals shown do not incorporate gains (or losses) for these securities. In addition, total cost or adjusted cost may also be unavailable and excluded from totals. Please contact your Financial Advisor for additional information. The accuracy of the purchase date, cost basis and other information you provide is not independently verified.

Prices of securities not actively traded may not be available, and are indicated by a dash "-" or "N/A".

For Pricing information, please click here.

Special Considerations Regarding Structured Investments

Structured Investments are complex products and may be subject to special risks, which may include, but are not limited to: loss of initial investment; issuer credit risk and price volatility resulting from any actual or anticipated changes to issuer's and/or guarantor's credit ratings or credit spreads; limited or no appreciation and limits on participation in any appreciation of underlying asset(s); risks associated with the underlying reference asset(s); no periodic payments; call prior to maturity; early redemption fees for market linked deposits; lower interest rates and/or yield compared to conventional debt with comparable maturity; unique tax implications; limited or no secondary market; and conflicts of interest due to affiliation, compensation or other factors which could adversely affect market value or payout to investors. Investors also should consider the concentration risk of owning the related security and their total exposure to any underlying asset. Structured Investments may not perform in a manner consistent with the statement product category where they appear and therefore may not satisfy portfolio asset allocation needs for that category. Accrued interest, estimated annual income and estimated yield for Structured Investments with a contingent income feature, including Range Accrual Notes and Contingent Income Notes, assume optimal performance of the underlying asset(s) and payment in full of all contingent interest. However, contingent interest is only paid if the specified accrual conditions are met during the relevant observation period. Actual accrued interest, annual income and yield will be dependent upon the performance of the underlying asset(s) and may be significantly lower than the estimates shown. For more information about the risks specific to your Structured Investments, you should contact your Financial Advisor. For important information on the risks and conflicts of interest related to structured products generally, click here or contact your Financial Advisor.

Important Information About Auction Rate Securities

For certain Auction Rate Securities there is no or limited liquidity. Therefore, the price(s) for these Auction Rate Securities are indicated as not being available by a dash "-" or "N/A". There can be no assurance that a successful auction will occur or that a secondary market exists or will develop for a particular security.

FDIC insurance

Detailed information on federal deposit insurance coverage can be found on the FDIC's website at: www.fdic.gov. For more information about the Bank Deposit Program, including Deposit Limits, please contact your Financial Advisor or review the Bank Deposit Disclosure Statement.

This is delayed market data for informational purposes only. The data that appears on this page was obtained from sources which we believe reliable, but we do not guarantee its accuracy. NASDAQ market data is delayed at least 15 minutes; all other market data is delayed at least 20 minutes, except where otherwise noted. Please be advised that on weekdays, excepting holidays, current day NASDAQ market data is available after 9:45 AM, data from all other exchanges is available after 9:50 AM Eastern Time.

Investment, insurance and annuity products offered through Morgan Stanley Smith Barney LLC are: NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT A BANK DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

You should not use the Unrealized Gain/Loss information to evaluate the actual performance of the securities in your account. Your gain/loss information may or may not be inclusive of distributions of capital gains and/or dividends depending on the type of holding. Only trade confirmations and statements represent the official records of your account

The CashPlus Account is a brokerage account offered through Morgan Stanley Smith Barney LLC ("MSSB"). Conditions and restrictions apply. Please refer to the CashPlus Disclosure Statement for further details

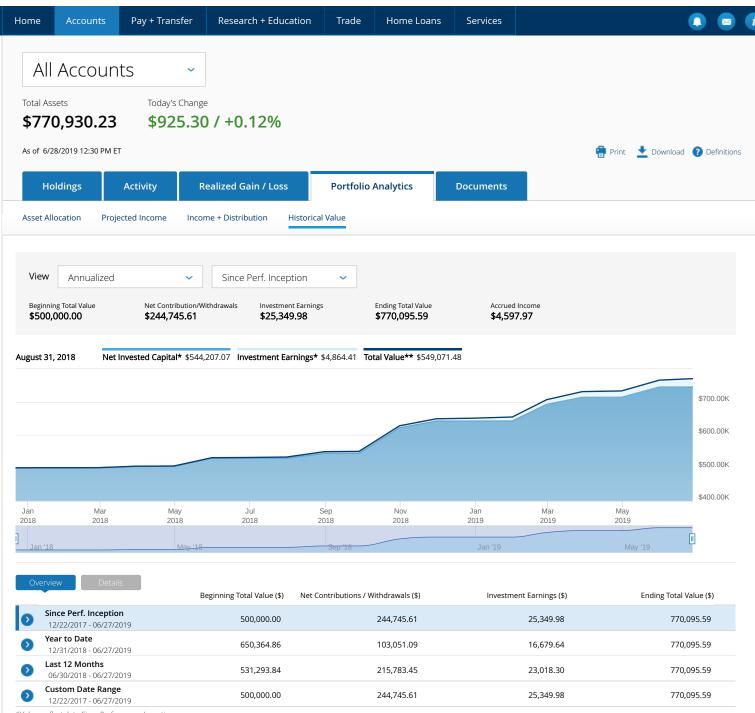
Morgan Stanley Smith Barney LLC is a registered Broker/Dealer, Member SIPC, and not a bank. Where appropriate, Morgan Stanley Smith Barney LLC has entered into arrangements with banks and other third parties to assist in offering certain banking related products and services.

Investment, insurance and annuity products offered through Morgan Stanley Smith Barney LLC are: NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT A BANK DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

U.S. Customer Privacy Notice / Online Privacy Policy / Online Security Center / Terms of Use / U.S. Patriot Act Disclosure / Morgan Stanley Smith Barney LLC Financial Statement / Morgan Stanley & Co. LLC Financial Statement / Research Disclosures / FINRA Rule 4340 / Rate Monitor / Morgan Stanley Smith Barney LLC Business Continuity Information / Investor Resources / Co-Browse

© 2019 Morgan Stanley Smith Barney LLC. Member SIPC. All rights reserved.

Morgan Stanley



^{*}Values reflect data Since Performance Inception

For additional information regarding performance inception and performance ineligible assets visit the Performance + Historical Value tab page of Online help.

Explanatory Notes and Disclosures: This document is designed to assist you and your Financial Advisor in understanding portfolio positions, composition and subsets thereof. It is designed solely for your individual use, is for informational purposes only and is not intended as an offer or solicitation with respect to the purchase or sale of any security. Do not take action relying on this information without confirming its accuracy and completeness. Please read carefully all accompanying notes and disclosures provided in this Document. For convenience purposes, your Financial Advisor may have assigned a designated name for this Document. The list of the accounts covered in this document is noted herein and may not include all of your accounts with us. Furthermore, the information included in this document may not include all asset classes/securities held by you at the firm. Please review this document carefully and discuss any questions you may have with your Financial Advisor. If you do not understand an entry, suspect an error, or want more details on current values or other information, contact your Financial Advisor. This document is based upon your Morgan Stanley account holdings and may include other holdings/information that you or a third party provided about assets custodied elsewhere. Morgan Stanley will not verify any other holdings/information. If any information reflects assets held away from Morgan Stanley, that will be indicated. The information contained in this document is subject to, and does not supersede the confirmations and account statements you receive from us. Values shown in your official account statement may differ from the values shown in this document due to, among other things, different reporting methods, delays, market conditions and interruptions. If there are discrepancies between your official account statement and this document, rely on your official account statement. The information in this document is approximate and subject to updating, correction and other changes. We are not obligated to notify you if information changes. Although the statements of fact and data in this document have been obtained from, and are based upon sources that we believe to be reliable, we do not guarantee their accuracy, or timeliness, and any such information may be incomplete or condensed. Percentage values shown in this document are subject to rounding, which may impact total values. The values of securities and other investments not actively traded may be estimated or may not be available. This information is provided for informational purposes only and should not be used for tax preparation. The information reported on your Form(s) 1099 supersedes the information provided in this report and should be exclusively relied upon for tax preparation. Morgan Stanley, its affiliates and its employees are not in the business of providing tax or legal advice. Clients should seek advice based on their particular circumstances from an independent tax and legal advisor. Morgan Stanley Smith Barney LLC is a registered Broker/Dealer, Member SIPC, and not a bank. Where appropriate, Morgan Stanley Smith Barney LLC has entered into arrangements with banks and other third parties to assist in offering certain banking related products and services

^{**}Total Value represents the Market Value of the portfolio inclusive of Accrued Income. It does not include Performance Ineligible Assets. For additional information, please refer to Performance FAQs Please note, inception refers to performance inception on this page.

Investment, insurance and annuity products offered through Morgan Stanley Smith Barney LLC are: NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT A BANK DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

Performance: Performance results are annualized for time periods greater than one year and include all cash and cash equivalents, realized and unrealized capital gains and losses, and dividends, interest and income. The investment results depicted herein represent historical performance. As a result of recent market activity, current performance may vary from the figures shown. Please contact your Financial Advisor for up to date performance information. Past performance is not a guarantee of future results. Market values used for performance calculation do not include performance ineligible assets and thus may differ from asset allocation market values. Common examples of performance ineligible assets include life insurance, some annuities and assets held externally. Unless otherwise indicated, performance is a composite calculation on the entire portfolio and may include brokerage and investment advisory accounts, as well as assets for different accounts included in this report. The accounts included in the composite may have (or have had) different investment objectives and strategies, been subject to different restrictions, and incurred different types of fees, markups, commissions and other charges. Accordingly, performance results may blend the performance of assets and strategies that may not have been available in all of the accounts at all times during the reporting period. In addition, accounts in the composite may have changed from brokerage to advisory or vice versa. Accounts may also have moved from ne advisory program to another (including from a discretionary program to a non-discretionary program). Performance information may cover the full history of the account(s) or just the performance of an account(s) since the inception of the current program(s). Performance results on individual accounts will vary and may differ from the composite returns. Your Financial Advisor can provide you with individual account portfolio composition and performance information. For investment advisory accounts, ple

The CashPlus Account is a brokerage account offered through Morgan Stanley Smith Barney LLC ("MSSB"). Conditions and restrictions apply. Please refer to the CashPlus Disclosure Statement for further details.

Morgan Stanley Smith Barney LLC is a registered Broker/Dealer, Member SIPC, and not a bank. Where appropriate, Morgan Stanley Smith Barney LLC has entered into arrangements with banks and other third parties to assist in offering certain banking related products and services.

Investment, insurance and annuity products offered through Morgan Stanley Smith Barney LLC are: NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT A BANK DEPOSIT | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

U.S. Customer Privacy Notice / Online Privacy Policy / Online Security Center / Terms of Use / U.S. Patriot Act Disclosure / Morgan Stanley Smith Barney LLC Financial Statement / Morgan Stanley & Co. LLC Financial Statement / Research Disclosures / FINRA Rule 4340 / Rate Monitor / Morgan Stanley Smith Barney LLC Business Continuity Information / Investor Resources / Co-Browse

© 2019 Morgan Stanley Smith Barney LLC. Member SIPC. All rights reserved.