

*Draft Until Approved*  
**Oceano/Nipomo Local Fund Advisory Board**  
**Minutes**

January 18, 2022  
Video Conference due to COVID-19 Pandemic

**Board Members Present:**

Linda Austin, Oceano West, Inc.  
Danielle Bronson, State Parks-Oceano Dunes District  
Clare Class, Nipomo Property Management  
Kevin Beauchamp, Kaleidoscope Inn

**Others Present:**

Claudia Torkelson, TJA Advertising  
Stephanie Rowe, ONTB Admin  
Kristin Howland, Central Coast State Parks  
Association (CCSPA)  
Jennifer Rokes, Vitality Advisory Council  
of Oceano (VACO)

**Absent:**

**CBID (CAO):** Cheryl Cuming

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1. **Call to Order:** by Board Chair Linda Austin at 5:02 pm; roll call by Stephanie Rowe.
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Danielle Bronson and seconded by Linda Austin to approve the October 19, 2021 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board. Kevin Beauchamp was not in attendance at the last meeting so he did not vote.
4. **CBID and Financials Update:** Cheryl Cuming gave an update from the past month:
  - a. Website traffic up - users 58,000/+107% Y/Y; sessions 69,000/+106% Y/Y; over 110,000 page views; stopped paid advertising in mid-December and still did well in part due to continued BID Bunch PR and SEO efforts growing organic traffic.
  - b. LFA Imperative Co-op working well for SEM program and social media ads.
  - c. TOT/Assessment comparing Oceano/Nipomo November 2019/2020/2021 collections: 2019-\$27,863; 2020-\$57,469; 2021-\$73,444.
  - d. All Agency/LFA meeting held on Friday, January 14 with more information about Google Local Guide account. Have reached level 8 which is very good in getting Highway 1 and the local communities more exposure. Our photos and videos have generated over 40M views for local businesses.
  - e. Have launched Season of Coastal Discovery and Wildlife Viewing map. Toolkit also available on member page.
  - f. Have gained a lot of traction around butterflies and Hilary has had several pieces published about butterflies. Also working with Kristin Howland on the Western Monarch Butterfly Trail to hopefully get six to seven interpretive signs, similar to the Whale Trail project, placed along their migration path.
  - g. CBID Board meeting on January 26 on Zoom
  - h. Confirmed that Oceano/Nipomo assessment collections were 5.49 % of total contributions.

5. **Budget Update:** Stephanie Rowe confirmed that November assessment collections totaled \$8,117. The available funds total \$113,371 and after anticipated applications and expenses are removed the funds total \$33,637.

6. **Member Updates/Committee Reports:**

a. **Review TJA Monthly Activity Reports** – Claudia Torkelson gave an update on the social media activity in the past month. Had a really good month due to Facebook ad spend about shopping local. 11,626 Facebook fans; published 15 posts; 1,704 engagements; 347,783 impressions. She showed the top Facebook and Instagram posts based on lifetime engagements. We have 1,577 Instagram followers and had 562 engagements and 235,600 impressions. The Facebook ad resulted in 111,359 reach; 342,275 impressions and 975 unique link clicks. She repurposed a shop local ad and did a CrowdRiff story.

7. **Action/Discussion Items**

a. **Review of Western Monarch Butterfly Trail Interpretive Panel Funding Application** – Kristin Howland, Executive Director of CCSPA, gave an overview of the project. The Western Monarch Trail is a series of sites along the migration path of the western monarch butterfly, similar to the Whale Trail sites. These sites, whether on public or private lands, are crucial overwintering and nectaring locations for monarchs. The Western Monarch Trail will serve as a platform for consistent education, outreach and resource avenues that focus on preservation of the western monarch along its migration path. Western Monarch Trail panel templates will be updated with site-specific information in both English and Spanish by the graphic artists. Once the panel content has been approved, the panels will be fabricated by printing the design on a 36" x 24" exterior grade Aluminum panel. The LFA funding will pay for the English version of the sign design and fabrication, and matching funds will produce the Spanish language version. Kristin is working with the Monarch Dunes Butterfly Habitat at Trilogy in Nipomo as an installation site. The trail sites will be linked on their website for visitors to follow and find in the western United States. The website will also link things to do and where to stay, thereby creating more tourism around the Western Monarch Butterfly Trail. Funding requested for the panel is \$2,600. Cheryl Cuming asked if Danielle Bronson should abstain because she works for States Parks and Danielle noted that she has no authority over CCSPA.

**A motion was made by Kevin Beauchamp, and seconded by Clare Class, to accept the Western Monarch Butterfly Trail Interpretive Panel proposal for a maximum amount of \$2,600. With no further discussion, the proposal was approved by unanimous voice vote of the local Advisory Board.**

b. **Review of Oceano Tourism Oriented Sign Funding Application:** Jennifer Rokes, Secretary/Treasurer of VACO, gave an overview of the project. She noted that having a directional sign to the Oceano business district from Pier Avenue will add a tremendous benefit to the residents and businesses in Oceano. Pier Ave is the main thoroughfare to the beach and Oceano Dunes SVRA. Many visitors exit the 101 freeway at Grover Beach and travel from Grand Ave to Pier Ave. When leaving the beach area for supplies, gas, etc. they want to encourage visitors to turn right into the community and utilize the services provided in the downtown. They have met with Southpaw Sign Company, a local Oceano business. A vintage looking sign has been developed that fits their mission to promote the Oceano business community to visitors. Adam Verdin and his sister, Eva are the owners of Old Juan's Cantina and have graciously allowed to have the sign painted on their building and share in their efforts to bring vitality to the Oceano business district. Adam Verdin is also a council member of VACO. Jennifer noted that they contacted Supervisor Compton's office and they shared their plans with the planning department. It was determined no permit was needed. Funding requested for the sign is \$4,000.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson, to accept the Oceano Tourism Oriented Sign proposal for a maximum amount of \$4,000. With no further discussion, the proposal was approved by roll call voice vote of the local Advisory Board. Linda Austin abstained as she is a board member of the Vitality Advisory Council of Oceano.

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

- a. None

**9. Closing Comment(s):** Kevin Beauchamp asked if any of the SLO County Covid relief funds will trickle down to the local fund areas. Cheryl Cuming noted that there is a \$3M fund where local businesses can apply for grants up to \$5,000.

**10. Next Local Fund Advisory Committee Meeting:**

Date: March 15, 2022  
Time: 5:00 – 6:15 pm  
Location: TBD

**11. Adjournment:** The meeting was adjourned at 5:46 pm