

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

March 15, 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

**Others Present:**

Claudia Torkelson, TJA Advertising  
Stephanie Rowe, ONTB Admin

**Absent:** Kevin Beauchamp, Kaleidoscope Inn (excused)

**CBID (CAO):** Cheryl Cuming

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1. **Call to Order:** by Board Chair Linda Austin at 5:01 pm; roll call by Stephanie Rowe.
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Danielle Bronson and seconded by Clare Class to approve the January 18, 2022 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update from the past month:
  - a. Website traffic still going strong which is the main goal. Subsequent goal is keeping visitors on the website for at least 1 minute or getting conversions with people giving their email address.
  - b. Clean out email database quarterly to keep only those who are actively engaged in our brands. Currently have ~195,000 email addresses.
  - c. Reviewed detailed website data: 6.3m impressions for Jan 2022 from media buy (many more than in the past); 152k clicks (30% more than before); \$.34 CPC (42% better than Dec); approximately 50k new visitors from paid media (60% of all new visitors); 305k engagements (compared to 248k for all last FY); 10k 1+ minute users from paid media; over 3,000 maps downloaded/email from media.
  - d. TOT/Assessment growth comparing Oceano/Nipomo collections Jan 2020/2021/2022: 2020 \$17,697; 2021-\$23,052; 2022-\$67,847.
  - e. Rolled out QR code test at Spartan Games as they are looking at not printing expensive maps. Would like to work with the Oceano Visitor Center to test QR code map program.
  - f. YouTube has greatly increased due to concerted efforts: 9,300 views and 96.2 hours watched
  - g. Created authority pages for neighboring destinations based on search volume: whale watching, Morro Bay, Morro Rock, and the state park there.
  - h. Next CBID Board meeting on March 23 at Cambria Pines Lodge
  - i. Beaches toolkit for spring campaign was launched on March 1 with sample ads and downloadable map.
  - j. Starting to work on the FY 2022-2023 budget and strategic plan for the next 5 years.
  - k. Confirmed that Oceano/Nipomo assessment collections were 5.64 % of total contributions.

5. **Budget Update:** Stephanie Rowe confirmed that January assessment collections totaled \$7,200. The available funds total \$114,153 and after anticipated applications and expenses are removed the funds total \$35,227.

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 great good month due to Facebook ad spend. 11,654 Facebook fans; published 11 posts; 2,041 engagements; 1,528,600 impressions. She showed the top Facebook and Instagram posts based on lifetime engagements. Carousel posts which include multiple scenic photos are doing well so will continue to do them. We have 1,696 Instagram followers and had 683 engagements and 627,000 impressions. The Facebook carousel ads resulted in 963,500 reach; 1,523,100 impressions and 905 unique link clicks. She showed the localhood story that was posted on the Visit CA website which focused on hidden gems in Oceano and Nipomo.

7. **Action/Discussion Items**

a. **Discuss Hybrid Board Meetings and Updated Protocol** – Cheryl Cuming reviewed things to consider about future meetings as related to Covid and Brown Act requirements. She noted that things may change, but as of now, there are three types of meetings that are allowed: 1) All in-person 2) Hybrid where a board member is at a location that is open to the public and, 3) All virtual where the board passes a resolution to hold their next meeting virtually and, therefore, a public location is not required. Cheryl noted that many board members like the flexibility of Zoom meetings. One of the board members noted that she is pregnant and has health concerns about Covid and would like to hold the meetings virtually for the near future. The other board members said they were flexible and agreed to hold the next meeting virtually.

**A motion was made by Danielle Bronson, and seconded by Linda Austin, to adopt Resolution AB 361, #2022-001 to hold the next board meeting on May 17, 2022 virtually due to current health and safety concerns of the Oceano and Nipomo Tourism Board members. With no further discussion, the resolution was approved by unanimous voice vote of the local Advisory Board. Three board members voted yes. No one voted no. No one abstained. One board member was not in attendance to vote.**

b. **Update on Oceano Directional Sign and Western Monarch Butterfly Trail Interpretive Panel:** Stephanie Rowe showed a picture of the completed directional sign on the side of Old Juan's in Oceano. Linda Austin thanked the Board for funding the sign and noted that it has been well received by the community.

Cheryl Cuming reported that the Monarch Butterfly Panel that the Oceano/Nipomo Board approved is still waiting for placement approval from Trilogy in Nipomo. Then she will submit all the funding applications to the CBID Board for final approval. She noted that she is hoping to end up with several panels along Highway 1 funded through their efforts. Danielle Bronson reported that they counted 22,000 Monarch Butterflies at the Pismo Beach Grove this season. Last year they counted around 200.

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

- a. Travel & Tourism Training Curriculum and Events & Festivals Strategy - Melissa Murray, Visit SLO CAL (May)
- b. Discuss Format for Next Board Meeting and Confirm Protocol (Ongoing)
- c. Review of Fiscal Year 2022-2023 Projected Budget and Allocations (May)

**9. Closing Comment(s):** Stephanie Rowe noted that she printed the new loop maps and will be distributing them to everyone.

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

Date: May 17, 2022  
Time: 5:00 – 6:15 pm  
Location: Virtual

**11. Adjournment:** The meeting was adjourned at 5:42 pm