

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

May 17, 2022

Virtual meeting 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
Melissa Murray, Visit SLO CAL

Absent: None

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Board Chair Linda Austin at 5:04 pm; roll call by Stephanie Rowe.
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Kevin Beauchamp and seconded by Danielle Bronson to approve the March 15, 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. 700k visitors to website in past 6 months vs 400k the prior year.
 - b. TOT/Assessment growth comparing Oceano/Nipomo collections Q3 2020/Q3 2021/Q3 2022: 2020-\$76,393; 2021- \$98,640; 2022- \$182,120.
 - c. Hearst Castle opened on May 11th which brought some additional attention to our area
 - d. 578 projects funded by LFAs since inception with total value of \$9,346,233, so making a real impact in our local fund areas.
 - e. Next CBID Board meeting on May 18th at Cambria Pines Lodge
 - f. Produced a smaller brochure and testing the ability to capture people's emails addresses through QR codes for four specialty maps. Working with 200 separate locations and testing within market with visitors already here.
 - g. Spartan Races brought in 7,800 participants plus friends and family to Santa Margarita Ranch in March. CBID invested \$5,000 and collected 541 new email addresses and nice coverage from the effort.
 - h. Continuing to work on Google Business Profile by adding updated content
 - i. The new CBID budget will be reviewed at meeting on May 18th with proposed budget of \$1.5M
 - j. Confirmed that Oceano/Nipomo assessment collections were 5.73 % of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that March assessment collections totaled \$6,593. The available funds total \$105,681 and after anticipated applications and expenses are removed the funds total \$48,169.
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 another good month due to Facebook ad spend. 11,635 Facebook fans; published 12 posts; 1,793 engagements; 874,617 impressions. She showed the top Facebook and Instagram posts based on lifetime engagements. Carousel posts which include multiple photos are doing well so will continue to do them. We have 1,752 Instagram followers and had 452 engagements and 33,407 impressions. The Facebook carousel ads resulted in 445,184 reach; 927,00 impressions and 1,070 unique link clicks.

7. Presentation - Events & Festivals Strategy and Travel & Tourism Training Curriculum – Melissa Murray, Visit SLO CAL: Melissa Murray introduced herself as the project manager from Visit SLO CAL and noted she has been working on these county-wide initiatives for the past year. She gave an overview of the Events & Festivals Strategy first. The purpose is to provide every destination and lodging community in the County the information, tools, and collaborative platform to maximize positive economic impacts of tourism-related events & festivals and remain mindful of resident quality of life. She is hoping to have the strategy completed in partnership with their agency partner by fall. She also gave an overview of the Travel & Tourism Training that is available to all customer service staff in the travel and tourism industry. The self-paced modules will be in English and Spanish. The English version is on track to launch around June 30, 2022 with Spanish to follow. Visit SLO CAL is funding both efforts, and no additional investment is required from tourism partners.

8. Action/Discussion Items

- a. **Corrected Amount for Oceano Directional Sign Funding Request** - Linda Austin noted that when she received the email estimate for the Oceano sign from the sign company, there were multiple sign options listed with different costs. She mistakenly thought that the total cost for the chosen sign was \$4,000 and did not see that there was an additional \$1,850 for the design development. She apologized and asked that the board approve the additional amount. Kevin Beauchamp noted that the board was responsible for spending and should be careful with details. Clare Class noted that the cost information that was sent should have had a total, and in the end, it is a nice sign.

A motion was made by Danielle Bronson, and seconded by Clare Class, to approve the additional design development cost of \$1,850 for the Oceano Directional Sign. After discussion, the amount 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.

- b. **Format for Next Meeting and Required Protocol** - Cheryl Cuming reviewed the formats for future meetings as related to Covid and Brown Act requirements: 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. The board agreed to hold the next meeting virtually.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson, to adopt Resolution AB 361, #2022-002 to hold the next board meeting on August 16, 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. Four board members voted yes. No one voted no. No one abstained.

- c. **Fiscal Year 2022-2023 Projected Budget and Allocations** - Stephanie Rowe reviewed the current 2021-2022 budget, projected carry forward and proposed 2022-2023 budget and allocations. She suggested the same allocations as last year: Administration - 20%; Events/Contingency - 20%; Marketing - 50%; Capital Fund - 10%. The Board agreed to the suggested allocations.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson, to adopt the Fiscal Year 2022-2023 projected budget and allocations as proposed. With no further discussion, the budget was approved by a unanimous voice vote of the local Advisory Board.

- d. Update on Western Monarch Butterfly Trail Interpretive Panel** - This item was tabled until the next meeting.

9. Future Agenda Items/New Business:

- a.** Discuss Format for Next Board Meeting and Confirm Protocol (Ongoing)
- b.** Discuss Additional Ideas to Use Accrued Capital Funds (Aug)

10. Closing Comment(s): None

11. Next Local Fund Advisory Committee Meeting:

Date: August 16, 2022
Time: 5:00 – 6:15 pm
Location: Virtual

12. Adjournment: The meeting was adjourned at 5:47 pm