

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

October 18, 2022

Video conference hybrid meeting due to COVID-19 Pandemic  
Public meeting location at Oceano Community Services District

**Board Members Present:**

Linda Austin, Oceano West, Inc.  
Kevin Beauchamp, Kaleidoscope Inn  
Clare Class, Nipomo Property Management

**Others Present:**

Claudia Torkelson, TJA Advertising  
Stephanie Rowe, ONTB Admin  
Katie Sturtevant, Stewardship Travel for  
Good and PR Program Liaison

**Absent:** Danielle Bronson, State Parks-Oceano Dunes District (excused)

**CBID (CAO):** Cheryl Cuming

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1. **Call to Order:** by Board Chair Linda Austin at 5:05 pm; roll call by Stephanie Rowe.
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Kevin Beauchamp and seconded by Clare Class to approve the May 17, 2022 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
4. **CBID Local Fund and Financials Update:** Cheryl Cuming gave an update from the past month:
  - a. Website traffic doing well. Almost 100k sessions on website for increase of 11% Y/Y due to paid advertising. Have seen a fall-off in organic sessions because of recent transition to Highway 1 Road Trip from Highway 1 Discovery Route. Expecting organic traffic to go back up once Highway 1 Road Trip gets out there more.
  - b. Oceano and Nipomo had almost 1,500 page views which is the second highest destination for the month.
  - c. Claudia doing great job on social media and doing much better now with videos.
  - d. TOT/Assessment growth upward comparing Oceano/Nipomo collections for August year-over-year: 2020- \$81,470; 2021- \$120,360; 2022- \$125,363. Saw a little softness in September but we projected down for this year so doing ok.
  - e. Reviewed the Matching & Event Focus Fund program and totals for other local fund areas. CBID board potentially looking at program differently in next fiscal year.
  - f. Morro Bay Triathlon will be Sunday, November 6<sup>th</sup> with bike portion of event going through Cayucos but probably won't impact Oceano and Nipomo. Morro Bay has also committed to 3 years for the Ironman Triathlon starting May 2023.
  - g. CBID had a strategic direction meeting last Friday with representation from 5 of 7 local fund boards. The person facilitating the process will be reaching out to Linda and Kevin for their input.
  - h. Press coverage in AAA Westways magazine with Hearst Castle "Heroine of the Hill" article from proactive PR efforts.
  - i. Confirmed that Oceano and Nipomo assessment collections are 5.91 % of total contributions for the fiscal year.

- j. Clare Class brought up a concern around seeing a recent increase in wineries allowing RVs to 'camp' on their properties without appropriate permitting and hook-ups. Cheryl will check with advocacy person at SLO CAL to see if she has any insights.
5. **Budget Update:** Stephanie Rowe confirmed that August assessment collections totaled \$13,757. The available funds (including the carry-forward) total \$128,810 and after anticipated applications and expenses are removed the funds total \$12,541.
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 and Instagram ad spend. 11,736 Facebook fans; published 12 posts; 4,140 engagements; 283,631 impressions. She showed the top Facebook and Instagram posts based on lifetime engagements. As mentioned, Instagram had huge growth in the last month due to a boosted post. We were stuck around 1,700 Instagram followers but now have 3,140. Additionally, there was 404,663 impressions and 942 engagements. The carousel ads have been doing very well. The boosted post had reach of 155,450, content interactions of 3,924 and 3,884 unique link clicks back to our destination page on H1RT. She recently requested some nice drone footage from CrowdRiff that she's been posting. The quarterly newsletter sent to our 7,441 subscribers was about Fall in Oceano and Nipomo. It had an open rate of 19%.
  - b. **Update on Stewardship Travel and Public Relations Programs** - Katie Sturtevant gave an update on what has been happening in the last year.
    1. She continues to provide ongoing support on how to use Stewardship Travel for Good and ways to integrate program in your region.
    2. Recently participated in a roundtable discussion with SLO CAL and World Travel & Tourism where they talked about stewardship and sustainability efforts throughout the county. Will be getting the video and hoping to find ways to leverage the content. Visit CA and Visit SLO CAL currently creating their own framework for stewardship and sustainability programs.
    3. Started creating stewardship travel focused itineraries in the last year based on data that visitors want to have more meaningful experiences during their travel. She will be creating an Earth Day itinerary for April.
    4. Will be promoting Season of Coastal Discovery in January and February 2023 which will feature stewardship travel itineraries in our region. Program use to focus on events but have shifted to more wide-open spaces and wildlife focus. Will have a media kit to help promote the program as we get closer.
    5. Working on more Travel for Good special projects that include self-guided tours, wildlife and wide-open spaces to explore. Visitors are more reliant on having tours created for them per Tourwriter.com. Guided and self-guided tours will include birding, biking, horseback riding, kayaking, seaweed foraging, trails, etc.
    6. She also included links to recent stewardship and sustainability articles.
    7. Katie also works with Kirstin Koszorus on PR. Loop in Katie for anything new in your area to help promote.
    8. Upcoming media visits: LA Parent Magazine and Travel Awaits.
    9. Clare Class reminded everyone that the Dana Adobe also has the cultural center. Katie noted that the Dana Adobe is a featured stewardship activity on H1RT. She will make sure that our website has the latest information about the cultural center and will add it to the itineraries for Season of Coastal Discovery.

**7. Action/Discussion Items**

- a. **2022-2023 LFA Imperative Co-op Opportunities with CBID** – Claudia Torkelson reviewed the proposed opportunities which were similar to last year: Search Engine Marketing Co-op: November 2022 – June 2023 (8 months), \$500/month, \$4,000 total; LFA Paid Social: November 2022 – June 2023, \$4,000 total with \$4,000 matching funds; Total Co-op spend for Oceano and Nipomo = \$8,000.

**A motion was made by Kevin Beauchamp and seconded by Clare Class, to approve \$8,000 for the LFA Imperative Co-op Opportunities with CBID as proposed. With no further discussion, the investment was approved by a unanimous voice vote of the local Advisory Board.**

- b. **Update on Western Monarch Butterfly Trail Interpretive Panel** – Cheryl Cuming confirmed that this is the sixth and final panel to be approved within the flyway and it will be installed at the Nipomo Native Garden. She thanked the board for funding the panel. There is much interest in visiting our area to learn more about Monarch Butterflies.
- c. **Discuss Additional Ideas to Use Accrued Capital Funds** – Stephanie Rowe noted that the board has been reserving funds since 2017 for potential beautification and infrastructure projects. They recently funded the Western Monarch Butterfly Trail panel for Nipomo and the Tourism Oriented Sign at Old Juan’s in Oceano. She reported that there is over \$40,000 accrued in the fund and Linda wanted the board to think about potential projects to discuss at the next meeting.
- d. **Format for Next Meeting and Required Protocol** – The board agreed to continue with hybrid meetings and Linda would provide a physical location and Zoom setup.

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

- a. Discuss Additional Ideas to Use Accrued Capital Funds (Jan)

**9. Closing Comment(s):** None

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

Date: January 17, 2023  
Time: 5:00 – 6:15 pm  
Location: Hybrid meeting

**11. Adjournment:** The meeting was adjourned at 5:47 pm