

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

January 23, 2023

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
Danielle Bronson, State Parks-Oceano Dunes District

Others Present:

Claudia Torkelson, TJA Advertising
Stephanie Rowe, ONTB Admin
Melissa Murray, Visit SLO CAL
Bonnie Ernst, Oceano Beach Community Association

Board Members Absent: None

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Board Chair Linda Austin at 5:00 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 October 18, 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. Showed the map for the proposed Chumash Heritage National Marine Sanctuary that will hopefully be designated in 2024. Will be a wonderful thing to market for our area. Can sign up for their newsletter to get updates.
 - b. Website traffic is still down a bit. Had 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.
 - c. The California Transportation Commission has approved a \$7.4 million grant to fund new coastal trail connecting Morro Bay and Cayucos expected to be completed by 2025.
 - d. TOT/Assessment growth down comparing Oceano/Nipomo collections for November year-over-year: 2020- \$57,469; 2021- \$73,444; 2022- \$55,128 but still performing well overall.
 - e. Season of Coastal Discovery taking place in January and February. Toolkit available on member page.
 - f. Kirstin Koszorus, new PR manager, was visiting and spent a lot of time immersed in our area. She's doing a great job bringing journalists here.
 - g. Confirmed that Oceano and Nipomo assessment collections are 5.76 % of total contributions for the fiscal year.
5. **Budget Update:** Stephanie Rowe confirmed that November assessment collections totaled \$5,802. The available funds (including the carry-forward) total \$130,270 and after anticipated applications and expenses are removed the funds total \$27,926.
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. Has all good numbers to report for the month. 11,770 Facebook fans; published 11 posts; 6,023 engagements; 867,411 impressions. She showed the top Facebook posts based on lifetime engagements. They are all carousels which show multiple photos. Instagram had good growth in the last month. Increased to 3,523 followers from 3,140. Additionally, there was 70,534 impressions and 985 engagements. The top post was a reel created from raw drone footage from Cheryl’s team. She used the organic reel as the ad for the month which had reach of 537,422, and 745,585 impressions going back directly to our Facebook and Instagram page and linking back to our website encouraging overnight stays. She showed a summary of the Localhood stories she has been posting through CrowdRiff that appear on Visit California and now Google. The newest story is about the best parks in Oceano and Nipomo.

7. Presentations

- a. **Visit SLO CAL Welcome Customer Service Training Program** – Melissa Murray gave an update on the new program. It is a first of its kind, certified online customer service-learning program designed for SLO County’s Travel & Tourism industry. Visit SLO CAL funded the development of this program to increase customer service skills and visitor satisfaction across the county, providing a tool for employers to add to their workforce development resources. The self-paced program is designed for customer-facing employees or volunteers in the tourism and hospitality industry. Its goal is to provide knowledge, tools and resources to be experts in customer service. It came about after a 2019 customer service satisfaction survey in the county where we received a 62% which is not terrible, but we can do better. It’s free to all and available in English and Spanish on mobile or desktop. There are six required modules for participants to complete, including three-tiered customer service modules that are industry specific for lodging, restaurants and experiential attractions like wineries, breweries, cultural attractions, and recreational businesses. Participants who complete the training will receive a certificate and pin and become a certified, SLO CAL Welcome expert. The program is estimated to take between 3-5 hours. Businesses with employees who successfully complete training will become certified SLO CAL Welcome Experts in Service. Melissa noted that the program was launched in November and most people have completed it in about 2 hours, but it depends on users learning style. For more information about the program or to register for the training visit SLOCAL.com/Welcome.

8. Action/Discussion Items

- a. **Board Seat Renewals for Linda Austin and Kevin Beauchamp** – Linda Austin noted that her board term ends at the end of January and she would like to renew her board seat. She has submitted a letter of interest.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson to accept the letter of interest submitted by Linda Austin for another term on the Oceano and Nipomo Local Fund Advisory Board. Motion was opened for discussion or comments. With no further discussion, the renewal was accepted by unanimous roll call vote of the local Advisory Board. All four board members voted yes. No one voted no. No one abstained.

Linda noted that Kevin Beauchamp’s board term also ends at the end of January and he would like to renew his board seat. He has submitted a letter of interest.

A motion was made by Danielle Bronson, and seconded by Clare Class to accept the letter of interest submitted by Kevin Beauchamp for another term on the Oceano and Nipomo Local Fund Advisory Board. Motion was opened for discussion or comments. With no further discussion, the renewal was accepted by unanimous roll call vote of the local Advisory Board. All four board members voted yes. No one voted no. No one abstained.

b. Discuss Potential Beautification and Infrastructure Projects – Stephanie Rowe noted that the board has been reserving capital funds since 2017 for potential beautification and infrastructure projects. She had recently sent the funding application for a potential project in Nipomo and was waiting to hear back. Linda Austin noted that the Vitality Advisory Council of Oceano (VACO) was interested in submitting a funding application to replace the worn out Welcome to Oceano sign on Highway 1. They are currently working with the sign company on a proposal. Kevin Beauchamp noted that there has been talk of building out a trail from the Dana Adobe to Old Town Nipomo. He will check with the Dana Adobe board to see if they wish to submit a funding application. Kevin also mentioned funding for a trail from the Oceano Dunes to Avila. Cheryl Cuming suggested touching base with the County Board of Supervisor who represents those districts for potential funds like they did in Cayucos.

9. Future Agenda Items/New Business:

a. Beautification and Infrastructure Funding Applications

10. Closing Comment(s): None

11. Next Local Fund Advisory Committee Meeting:

Date: March 21, 2023

Time: 5:00 – 6:15 pm

Location: TBD

12. Adjournment: The meeting was adjourned at 5:40 pm