

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

April 13, 2023

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

Board Members Absent: Danielle Bronson, State
Parks-Oceano Dunes District (resigned)

Others Present:

Claudia Torkelson, TJA Advertising (via Zoom)
Stephanie Rowe, ONTB Admin
Roger Jacobs, State Parks-Oceano Dunes District
Deb Geaslen, South County Visitor Services
Chase Hadden, Nipomo Welcome Sign Project
Deanne Hadden, Nipomo Welcome Sign Project
Alexis Carreno, Dana Adobe & Cultural Center

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 Clare Class to approve the January 23, 2023 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. Happy to report that website traffic has finally picked up after rebranding to Highway1RoadTrip.com from Highway1DiscoveryRoute.com.
 - b. Organic sessions up 28% Y/Y to 112,654 and users up 31% to 98,358 with destination pageviews for Oceano/Nipomo over 3,500.
 - c. Facebook fans over 109,000 with over 3.1million impressions and 131,500 engagements.
 - d. TOT/Assessment growth slightly up comparing Oceano/Nipomo collections for February year-over-year: 2021- \$39,574; 2022- \$49,361; 2023- \$51,875. March was down 30% Y/Y due to weather but hope to rebound in April.
 - e. Gave an overview of the CBID Strategic Plan for 2023-2027 derived from feedback from over 100 stakeholders. The mission and direction remain the same to promote memorable visitor experiences while being stewards for thriving, welcoming, and cohesive communities.
 - f. Next CBID Board meeting April 26 at Cambria Pines Lodge.
 - g. Concluded BID Bunch contractor renewal process and confirmed all contractors for next 2 years.
 - h. New wildflower content and Best Beaches Toolkit available on Member page.
 - i. SLO CAL quarterly website demographics mirror CBID demographics for period January-March: 72% located in CA (21% in LA; 9% in San Jose, 5% in SF); 21.2% are 45-54; 20.9% are 35-44; 20.1% are 55-64; 54.3% of site visitors are female; 12% were repeat visitors to the website.
 - j. Confirmed that Oceano and Nipomo assessment collections are 5.57 % of total contributions for the fiscal year.

5. **Budget Update:** Stephanie Rowe confirmed that February assessment collections totaled \$4,920. The available funds (including the carry-forward) total \$125,738 and after anticipated applications and expenses are removed the funds total \$42,184.

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. Will be providing the 2 year recap and contract renewal proposal at the next meeting. 11,816 Facebook fans; published 13 posts; 7,085 engagements; 962,970 impressions. She showed the top Facebook posts based on lifetime engagements. Instagram increased to 3,556 followers with 102,530 impressions and 1,560 engagements. Showed the top posts for Instagram. She used the general March spend to promote Things to Do in Oceano and Nipomo for a reach of 530,170 and 826,251 impressions. She showed a series of the Localhood stories she has been posting through CrowdRiff that appear on Visit California and Google. They did well with high click through and engagement rates.

7. **Action/Discussion Items**

a. **Nipomo Welcome Sign Funding Application** – Deb Geaslen, South County Visitor Services Financial Officer presented an overview of their organization and project. Their purpose is to promote the common good and general welfare of the community through tourism and business development. Deb noted that over 20,000,000 vehicles pass through on Highway 101 from Southern California to the Bay Area without stopping to experience what the area has to offer. A priority for the organization is to develop creative and informative marketing to entice these potential customers to patronize and experience our local culture, recreation, and businesses. The Welcome to Olde Towne Nipomo Sign will be located at the corner of Tefft Street and Highway 101. The new sign will replace the current sign that is in need of repairs and is not visible to cars coming off the highway. The welcome sign is a collaborative effort between the South County Visitor Services, Olde Towne Nipomo Association, Chase Hadden, Eagle Scout, Boy Scout Troop 450, and other government agencies. Chase Hadden showed a prototype of what the sign would look like. Requested funding for the project is \$9,300.

A motion was made by Kevin Beauchamp, and seconded by Clare Class, to accept the Welcome to Olde Towne Nipomo Sign proposal for a total amount of \$9,300. With no further discussion, the proposal was approved by unanimous roll call vote of the local Advisory Board. Linda Austin, Kevin Beauchamp, and Clare Class all voted yes, no one voted no.

b. **Demonstration Mission Orchard Project Funding Application** – Lexi Carreno, Executive Director of the Dana Adobe & Cultural Center presented an overview of their organization and project. Their mission is to engage visitors with the stories of California’s Rancho Era History, connecting them with the peoples, the land, and its resources to foster environmental stewardship and cultural understanding. This project will be beneficial to residents and visitors by completing the Dana Adobe’s overall goal for the Demonstration Mission Orchard Project, which is education and community outreach for the public. Requested funding for the project is \$4,900.

A motion was made by Clare Class, and seconded by Kevin Beauchamp, to accept the Demonstration Mission Orchard Project proposal for a total amount of \$4,900. With no further discussion, the proposal was approved by unanimous roll call vote of the local Advisory Board. Linda Austin, Kevin Beauchamp, and Clare Class all voted yes, no one voted no.

c. **Board Seat Resignation from Danielle Bronson** - Linda Austin noted that Danielle Bronson submitted her board seat resignation effective March 20, 2023. Linda thanked Danielle for her service on the board.

A motion was made by Linda Austin, and seconded by Kevin Beauchamp, to accept the resignation from Danielle Bronson for her seat on the Oceano & Nipomo Local Fund Advisory Board. With no further discussion, the resignation was accepted by unanimous voice vote of the local Advisory Board.

- d. Board Seat Application from Roger Jacobs** - Linda Austin noted that Roger Jacobs submitted his board seat application for the board. Roger introduced himself and gave an overview of his background. He currently works at State Parks-Oceano Dunes District and looks forward to serving on the board. Linda welcomed and thanked Roger for volunteering to serve on the board.

A motion was made by Kevin Beauchamp, and seconded by Linda Austin, to accept the application from Roger Jacobs, from State Parks-Oceano Dunes District, to serve on the Oceano & Nipomo Local Fund Advisory Board. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.

- e. TJA Advertising Recap / TJA Contract Renewal Proposal** - To be presented at next board meeting.
- f. FYs 2023-2025 Administrative Services Contract Renewal Proposal for Stephanie Rowe** - Stephanie Rowe reviewed her proposal for renewal. The proposal is for a 2-year contract with a 5% increase to \$33.00/hour for a maximum of 25 hours per month for a total 2-year amount of \$19,800.

A motion was made by Kevin Beauchamp, and seconded by Clare Class, to approve the administrative services contract renewal for Stephanie Rowe at the rate of \$33.00 per hour for a maximum of 25 hours per month for a total annual amount of \$9,900 and a total 2-year amount of \$19,800 effective June 1, 2023-June 30, 2025. With no further discussion, the contract renewal was approved by unanimous voice vote of the local Advisory Board.

8. Future Agenda Items/New Business:

- a. Oceano Welcome Sign Funding Application
- b. TJA Advertising Recap / TJA Contract Renewal Proposal
- c. Fiscal Year 2023-2024 Draft Budget and Allocations

- 9. Closing Comment(s):** Linda Austin noted that they are still working on the Oceano Welcome Sign Funding Application.

10. Next Local Fund Advisory Committee Meeting:

Date: May 16, 2023
Time: 5:00 – 6:15 pm
Location: TBD

- 11. Adjournment:** The meeting was adjourned at 5:51 pm