

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

February 20, 2024
Public meeting location at Oceano Dunes Visitor Center

Board Members Present:

Linda Austin, Oceano West, Inc.
Clare Class, Nipomo Property Management
Roger Jacobs, State Parks-Oceano Dunes District

Others Present:

Claudia Torkelson, TJA Advertising (via Zoom)
Danielle Carpenter, ONTB Admin
John Sorgenfrei, TJA Advertising
Jen Rokes, Discover Oceano
Cheryl Cuming, CBID
Bonnie Blythe, observer

Board Members Absent: Kevin Beauchamp, Kaleidoscope Inn (excused)

1. **Call to Order:** by Board Chair Linda Austin at 5:10 pm
2. **Public Comment(s):** Cheryl introduced Bonnie Blythe, who is observing the meeting. Jen Rokes is visiting from the Discover Oceano and Vitality Community.
3. **Consent Items:** A motion was made by Linda Austin and seconded by Clare Class to approve the May 25, 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 opened by saying that she wants to see this LFA remain active and vibrant and hopes we can get the meeting schedule back on track.
 - a. Highway1RoadTrip.com rebranding is now seeing excellent numbers after 9 months of transition. They are currently cultivating the H1RT brand, with new logo and messaging and a brand book. .
 - b. The subscriber base is now at 117k people, with the maps working as a useful lead generation tool. The new one is Small Towns, Big Adventures. They are no longer printed, but now use a QR code. The subscriber base is growing by 15k per month.
 - c. Midyear update: The CBID is testing 9 new programs, including Spotify ads which are generating a 97% completion rate and conversions in the high 80%.
 - d. PR articles are still going well, though there are fewer writers coming to visit. High quality articles are still being published.
 - e. Fall was soft, but January was a bright ray of sunshine. The CBID reforecasted down, but spring seems like it will recover. They may see shortfalls of up to \$75k, but they have a contingency of \$100k and a large carryforward. San Simeon is suffering due to the Hwy1 closure, they rely on Hearst Castle and Hwy1 travelers. Apparently new travelers don't know what Hearst Castle is – they are increasing their offerings, including private tours.
 - f. The new sign in Nipomo at the Chevron station is up, and the Western Monarch sign has been installed in Nipomo. ONTB has \$62k set aside for capital improvement projects – maybe we can fund something. John mentioned that Pismo did an event on pollination and state parks got involved. Stewardship projects are popular. The Pismo Preserve has problematic parking, so they put the event at the Plaza and the weather cooperated. He suggested sponsoring an event on clam stewardship, teaching kids how to bury the small ones and teaching everyone the rules. There used to be a sign by the ramp, but the ramp is gone. We could have coloring books and interpretive signs.

5. **Budget Update:** Danielle reported that January assessment collections totaled \$3,107. The available funds (including the carry-forward) total \$122,633.
6. **Member Updates/Committee Reports:**
 - a. **Review TJA Monthly Activity Reports** – Claudia Torkelson reported that ONTB has 12,500 followers on FB and Instagram, with a million impressions. The monarch posts are performing well. They are utilizing CrowdRiff for UGC content. A video of the Luffa farm did well. Meta ads on things to do reached 1.3 million at a cost of \$.16 each. The upcoming newsletter will focus on dining and activities.
7. **Action/Discussion Items**
 - a. **Bylaws** – The CBID is working to consolidate bylaws. When the LFAs were formed in 2010 each created their own set up bylaws and now they are all over the place. Standardizing them now will get them into accordance with the Brown Act. Board member terms would be 4 years and people can renew. Officers would have 2 two-year terms and if no one steps up, they can continue to serve as chair. The board discussed these recommendations and agreed.
 - b. **Meeting Schedule** – An action item on the meeting schedule called or a discussion of the meeting schedule – currently the board should be meeting every other month, and a quarterly schedule was suggested. After discussion, the board elected to keep the bimonthly schedule. The current meeting schedule was updated to move the March meeting to April/May. Committees can meet by Zoom if there is not a majority of the board in attendance. Danielle will send out the new meeting dates.
8. **Future Agenda Items/New Business:**
 - a. Discuss and vote on 2024-25 Budget
9. **Closing Comment(s):** Cheryl recommended that we project flat for the next fiscal year. She asked about the TJA contract and John says it runs through the next fiscal year, so they don't need to submit a new proposal at this time.
10. **Next Local Fund Advisory Board Meeting:**

Date:	May 14, 2024
Time:	5:00 – 6:15 pm
Location:	Oceano Dunes Visitor Center
11. **Adjournment:** The meeting was adjourned at 6:02 pm