



## Oceano / Nipomo Tourism Board Meeting Agenda

*To promote and enhance Oceano and Nipomo as a tourist destination focusing on its great climate, unique location, its history, and natural resources in order to benefit lodging businesses and the communities as a whole.*

[www.VisitOceanoNipomo.com](http://www.VisitOceanoNipomo.com)

**Tuesday, November 12, 2024, 4:30 – 5:45 pm**  
**Oceano Dunes Visitor Center - Guiton Hall, 555 Pier Avenue, Oceano, CA**

- 1. Call to Order / Roll Call**
- 2. Public Comments** (please limit to 3 minutes each)
- 3. Presentation:** VACO and OCEANO DEPOT ASSOCIATION Projects
  - a. Tourism directional signage for Oceano Plaza
  - b. New sign for Oceano Depot Railroad Museum
- 4. Consent Items** - Approve 8/20/24 meeting minutes
- 5. CBID Local Fund Updates / Financials** - Cheryl Cuming
- 6. Budget Update** – Danielle Carpenter
- 7. Member Updates/Marketing Report**
  - a. Review TJA Monthly Activity Report - Claudia Torkelson
- 8. Action/Discussion Item**
  - a. Discuss and vote on Clare Cass's resignation
  - b. Discuss and vote on Mauri Tambora's board membership application
  - c. Discuss and vote on VACO/Oceano Depot Assoc. projects
    - i. Tourism directional signage for Oceano Plaza
    - ii. New sign for Oceano Depot Railroad Museum
- 9. Future Agenda Items**
  - a. Future funding projects
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Oceano/Nipomo Tourism Board Meeting:**

Date:	January 14
Time:	5:00 - 6:15 pm
Location:	Oceano Dunes Visitor Center

## **12. Adjournment**

*ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.*

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

August 20, 2024

Public meeting location at Oceano Dunes Visitor Center

**Board Members Present:**

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

**Others Present:**

Claudia Torkelson, TJA Advertising  
Danielle Carpenter, ONTB Admin  
John Sorgenfrei, TJA Advertising  
Jen Rokes, Discover Oceano  
Christine Rizzo, Assist to Danielle

**Board Members Absent:** None

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1. **Call to Order:** by Board Chair Linda Austin at 5:07 pm
2. **Public Comment(s):** Danielle introduced Christine Rizzo. She will be assisting Danielle with minutes.
3. **Consent Items:** A motion was made by Roger Jacobs and seconded by Clare Class to approve the May 30, 2024 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 is not present, so the CBID update was presented by Danielle.
  - a. July is the beginning of the new fiscal year. Total web traffic is up. Although total access is down from 2023.
  - b. The launch of the new Highway One Road Trip branding will be after Labor Day. Cheryl will be giving more details to come.
  - c. The new rebrand of Highway 1 Road Trip (Just Coast) was featured on NBC TODAY's 3<sup>rd</sup> hour in a segment titled "Looking to hit the road this summer?"
5. **Budget Update:** Danielle reported that the ONTB portion of June collections is at 5.7%. The total collected is over \$80K to date, which is more than last year. With the \$117,000 carryforward there are plenty of funds in the reserves.
6. **Member Updates/Committee Reports:**
  - a. **Review TJA Monthly Activity Reports** – Claudia Torkelson reported that they are more focused on capturing beautiful content and supporting local businesses on social media. Claudia shared links to video library and raw footage that can be cut into Reels/Stories for social media use by the group. The most viewed links have been of the Thrill seeker video on Instagram and 4<sup>th</sup> of July post on Facebook.
7. **Action/Discussion Items: Potential funding projects**
  - a. **Interpretive Sign in the New Plaza** – the new plaza will be in the old Triangle Park. Linda suggested a directional map sign (You are Here) be placed that will note local attractions, restaurants and lodging. On the map a QR code will be added to direct to the Highway 1 Road Trip website with updated information of destinations. Danielle will contact Seirra from CCSPA regarding a vendor for the sign. Linda will look into the application for the sign.

- b. **Mural in new Plaza** – The board discussed having a mural commissioned for the plaza. John has a connection at VisitSLO who can recommend an artist.
- c. **Welcome to Oceano sign** - Roger suggested a new “Welcome to Oceano” sign on Hwy 1. Jen has been working on a sign for OsoFlaco. A dead tree needs to be removed before the sign can go in.
- d. **A refresh for the Dana Adobe sign in Nipomo**. They have done a great job opening a new Coastal Cultural Center. Need to research who owns the sign - CalTrans or Private owner? Clare will reach out to see if they are interested in pursuing a new sign.

**8. Future Agenda Items/New Business:** Funding applications for the suggested projects

**9. Closing Comment(s):** Clare will contact Dana Adobe regarding new sign. John will continue to promote their activities. Linda will visit VACO about applications for signs. Linda will also go to the Board of Supervisors regarding permits for unincorporated land minor use permits.

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

Date: Oct 15, 2024  
Time: 5:00 – 6:15 pm  
Location: Oceano Dunes Visitor Center

**11. Adjournment:** The meeting was adjourned at 5:53 pm

# LOCAL FUND SUMMARY

November | December 2024

## WEB TRAFFIC\*

USERS

99K

↓ 2% Y|Y

SESSIONS

111K

↑ 2% Y|Y

DESTINATION PAGEVIEWS

RP	1,207	LO	4,670
SS	514	EVIAG	3,526
Cam	718	AB	564
Cay	17,204	OclNi	3,146

Destination Page Views: 31,549 | 9.7% of traffic  
Lodging Landing Page Views: 6,156 | 1.9% of traffic  
Total Page Views: 324,766

\*Thru 10/30/2024

## EMAIL & SOCIAL\*



Subscribers: 130,729  
Adj. Open Rate: 32%  
Site Traffic: 5,833



Fans: 119,359  
Impressions: 1,353,803  
Engagement: 965



Followers: 45,941  
Impressions: 152,950  
Engagement: 4,611



Views: 13,600  
Hours Watched: 270

\*Thru 10/30/2024

## TOT/ASSESSMENT

July/August/September

2024

2023

SS   RP	\$737,960	\$630,857
Cambria	\$1,573,029	\$1,502,358
Cayucos	\$687,076	\$640,037
Los Osos	\$154,669	\$184,609
EV   AGV	\$640,017	\$337,916
Avila	\$1,012,661	\$1,063,029
Oc   Nip	\$306,668	\$285,397
CBID	\$5,112,080	\$4,684,203

## LFA NEWS & INFO

### New Sanctuary Announced

From NPR: "More than 4,500 square miles of ocean will soon be protected by the federal government off the Central California coast. The Biden administration is creating a new national marine sanctuary, which will be the third largest in the U.S. The sanctuary is also the first to be led by Indigenous people. It was nominated by members of the Northern Chumash Tribe..."

Travel + Leisure will include a feature article in the February issue.

## CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at **9am**.

Meetings are held at Cambria Pines Lodge.

December 4 (Combo Nov/Dec meeting)

January 22, 2025

February 26, 2025

## TOOLS & PROMOTIONS

### New Bylaws Approved

The County Board of Supervisors has approved the updated Bylaws for the CBID and the Local Fund Areas. The updated documents are available in the Resource Center section of the Member page:

[LFA Bylaws](#)

Contact CAO Cuming if you have any questions or comments.

## INDUSTRY INFO

### Brown Act Training

Civitas has provided Brown Act training in both video and slide deck formats. Please click the links below to access in your preferred format:

- [Video Recording](#)
- [Training Deck](#)

## KEY MILESTONES | PARTNER INFO

### National Geographic Coverage

As a result of Highway 1 Road Trip's proactive PR efforts, we hosted Molly O'Brien who featured us in the article "Summer Doesn't Have to End Yet with These Fall Getaways" in *National Geographic*, including a direct link to the H1RT website.

[Warm Weather Fall Getaways](#)

UVM 6,957,515

Accrual Basis

SLOCTBID

Profit & Loss for Local Fund - Nipomo/Oceano  
July through September 2024

	<u>Jul 24</u>	<u>Aug 24</u>	<u>Sep 24</u>	<u>TOTAL</u>
				<b>6.36%</b>
<b>Income</b>				
<b>BID Assessment Collection</b>				
<b>Air B&amp;B Assessments</b>	2,217.66	4,446.97	5,803.70	12,468.33
<b>Local Fund</b>	8,298.20	8,493.33	4,214.06	21,005.59
<b>Total BID Assessment Collection</b>	<u>10,515.86</u>	<u>12,940.30</u>	<u>10,017.76</u>	<u>33,473.92</u>
<b>Carryforward</b>	112,761.83	0.00	0.00	112,761.83
<b>Total Income</b>	<u>123,277.69</u>	<u>12,940.30</u>	<u>10,017.76</u>	<u>146,235.75</u>
<b>Gross Profit</b>	<u>123,277.69</u>	<u>12,940.30</u>	<u>10,017.76</u>	<u>146,235.75</u>
<b>Expense</b>				
<b>Administration</b>				
<b>Administrator - General Fund</b>	457.90	612.24	583.88	1,654.02
<b>Administrator - Local Fund</b>	0.00	0.00	1,230.37	1,230.37
<b>District Administration Fees</b>	210.32	258.81	200.36	669.49
<b>Total Administration</b>	<u>668.22</u>	<u>871.05</u>	<u>2,014.61</u>	<u>3,553.88</u>
<b>Social Media</b>				
<b>Facebook, Blogging, etc.</b>	0.00	2,529.92	2,443.74	4,973.66
<b>Total Social Media</b>	<u>0.00</u>	<u>2,529.92</u>	<u>2,443.74</u>	<u>4,973.66</u>
<b>Web Development</b>				
<b>Content Management</b>	0.00	1,330.00	2,660.00	3,990.00
<b>Total Web Development</b>	<u>0.00</u>	<u>1,330.00</u>	<u>2,660.00</u>	<u>3,990.00</u>
<b>Total Expense</b>	<u>668.22</u>	<u>4,730.97</u>	<u>7,118.35</u>	<u>12,517.54</u>
<b>Net Income</b>	<u><u>122609.47</u></u>	<u><u>8209.33</u></u>	<u><u>2899.41</u></u>	<u><u>133718.21</u></u>

**Oceano Nipomo Tourism Board Budget**  
 Revenue & Expenses  
 Fiscal Year Ending June 30, 2025

			July	August	September	October	November	December	January	February	March	April	May	June	Collections Year-to-Date	YTD Collections with Carryforward															
<b>Projected Revenue</b>			<b>Actual Revenue:</b>																												
Carryforward	\$	112,761.83													\$	21,005.60															
Projected General Collections	\$	80,044.18	\$	8,298.20	\$	8,493.33	\$	4,214.07						\$	12,468.33																
Projected Air BnB Collections			\$	2,217.66	\$	4,446.97	\$	5,803.70						\$																	
<b>TOTAL Carryforward + Projected Collections</b>	\$	192,806.01	<b>TOTAL:</b>	\$	10,515.86	\$	12,940.30	\$	10,017.77	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	33,473.93	\$	146,235.76
<b>Projected Expenses</b>			<b>Budget</b>	<b>Balance</b>		<b>Actual Expenses:</b>																									
<b>Administration</b>																															
Administrator - General Fund	\$	4,700.00	\$	3,629.86	\$	457.90	\$	612.24						\$	1,070.14																
District Administration Fees	\$	1,800.00	\$	1,330.87	\$	210.32	\$	258.81						\$	469.13																
Administrator - Local Fund	\$	6,000.00	\$	6,000.00	\$	2,529.92								\$	-																
<b>ADMINISTRATION TOTAL</b>	\$	12,500.00	\$	10,960.73	\$	668.22	\$	871.05	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	1,539.27	
<b>Marketing</b>																															
TJA - Advertising	\$	45,000.00	\$	40,026.34			\$	2,529.92	\$	2,443.74				\$	4,973.66																
TJA - Retainer	\$	15,960.00	\$	13,300.00	\$	1,330.00	\$	1,330.00	\$	1,330.00				\$	2,660.00																
TJA - Mailchimp	\$	1,380.00	\$	1,380.00									\$	-																	
TJA - Contingency	\$	2,660.00	\$	2,660.00									\$	-																	
LFA Imperative - SEM	\$	4,000.00	\$	4,000.00									\$	-																	
LFA Imperative - Social Co-Op	\$	4,000.00	\$	4,000.00									\$	-																	
<b>MARKETING TOTAL</b>	\$	73,000.00	\$	65,366.34	\$	-	\$	3,859.92	\$	3,773.74	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	7,633.66	
<b>SPONSORSHIPS</b>	\$	-	\$	-										\$	-																
<b>EVENTS</b>	\$	16,008.84	\$	16,008.84										\$	-																
<b>INFRASTRUCTURE/BEAUTIFICATION FUNDING</b>	\$	2,500.00	\$	2,500.00										\$	-																
<b>EXPENSE TOTAL</b>	\$	104,008.84	\$	94,835.91	\$	668.22	\$	4,730.97	\$	3,773.74	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	9,172.93	
Capital Reserve (10%)	\$	8,004.42	\$	8,004.42										\$	-																
<b>TOTAL EXPENSE &amp; CAPITAL RESERVE</b>	\$	112,013.26	\$	102,840.33	\$	668.22	\$	4,730.97	\$	3,773.74	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	9,172.93	
<b>Net Monthly Revenue</b>			\$	9,847.64	\$	8,209.33	\$	6,244.03	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	137,062.83	
																<b>TOTAL FUNDS AVAIL</b>															

Includes Capital Reserve



Visit Oceano & Nipomo  
2025 Board Meeting Dates  
5:00 – 6:30 pm

**DRAFT**

Tuesday, January 14, 2025

Tuesday, March 18, 2025

Tuesday, May 13, 2025 \*

(Danielle will be traveling, can change date to June 3)

Tuesday, July 13, 2025

Tuesday, September 16, 2025

Tuesday, November 18, 2025



## Oceano & Nipomo Activity Report October 2024

### Social Recap:

- Focusing on captivating pictures of the beaches and dunes, plus supporting local businesses
- Using Crowdriff to source high-quality UGC
- Post photos, stories, and reels of businesses and beautiful local spaces
- Continue to post inspiring travel content and build community with our audiences


### Facebook:

- Followers: 12,502
- Engagements: 564
- Impressions: 438,865

### Top Facebook Posts (Based on Lifetime Engagements):

 Visit Oceano and Nipomo  
Wed 10/16/2024 12:33 pm PDT

Explore the Oceano Dunes Visitor Center! 🌿 Dive into hands-on exhibits of native wildlife, Pismo clams, and local history, including the Chumash and Dunites....



 Visit Oceano and Nipomo  
Wed 10/23/2024 4:08 pm PDT

Big congratulations to our friends at @rockrolldiner for winning the Judges' Choice Award for their amazing clam chowder at the 78th Annual Clam...



 Visit Oceano and Nipomo  
Fri 10/11/2024 1:41 pm PDT

Craving a taste of classic Americana with a garlic twist? Head to @sylvestersburgers in Oceano for their October special: THE GARLIC BURGER! 🍔...





## Instagram:

- Followers: 14,911
- Impressions: 243,171
- Engagements: 1,920

## Top Instagram Posts (Based on Lifetime Engagements):

 oceanonipomo  
Wed 10/2/2024 1:58 pm PDT


Sometimes, the best meals are the ones you didn't plan. 🍷🍴 Cruising through Oceano and Nipomo? Whether you're craving fresh seafood, hearty...




 oceanonipomo  
Thu 10/24/2024 9:57 am PDT

Just off the coast of Oceano, humpback whales are putting on an unforgettable show! 🐋 Watch as they breach, tail slap, and play in the waves—an...



 oceanonipomo  
Mon 10/14/2024 1:42 pm PDT

Discover the hidden gem of the Central Coast at Oso Flaco! 🌿🌻 With breathtaking views, peaceful boardwalks, and diverse wildlife, this spot is perfect...




## October Social Media Ad Spend:

Reach: 727,624


Impressions: 751,961

CPC: \$0.29

Clicks: 2,683

 Visit Oceano and Nipomo × ⋮  
Sponsored

This fall, experience the magic of the Monarch butterfly migration in Oceano and Nipomo. 🦋

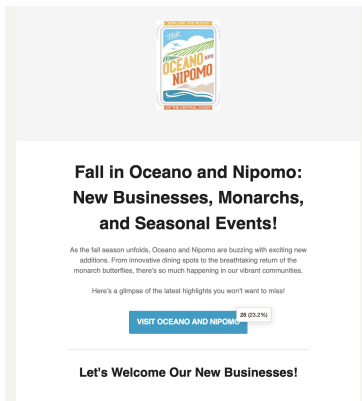


## October Email Blast:

Open rate: 24%

Clicks: 50

Opens: 2,162



## Localhood Stories:

Completion rate: 100%

Interaction rate: 100%

Top performing story: [Historic Treasures in Oceano and Nipomo, California](#)

### Performance Breakdown by Story

Cover Image	Story	Publish Date	Story Views	Interactions	Story Interaction Rate	Story CTR	Story Completion Rate
	Historic Treasures in Oceano and Nipomo, California	Aug 19, 2024	6	3	50%	0%	16.67%
	Watchable Wildlife in Oceano and Nipomo, California	Feb 21, 2024	1	1	100%	0%	100%

*Nipomo Property Management*

185 W. Tefft Street

PO Box 237

Nipomo, CA 93444

Office Phone: (805) 929-7191

Fax Number: (805) 929-7192/ lisa@nipomopm.com

11/7/2024

To: Oceano-Nipomo Tourism Board

From: Clare Class – Current Board Member

Re: Resignation Notice for Position on Board

Dear fellow members of the Board,

This letter serves as my official notice of resignation from the Oceano-Nipomo Tourism Board effective November 15<sup>th</sup>, 2024.

I would like to thank my fellow board members for all of hard work for the community over the past years, and let you know what a great experience this has been for me. Your efforts are greatly appreciated by many in the community.

Regards,

Clare Class

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.



# APPLICATION FOR APPOINTMENT TO A SAN LUIS OBISPO COUNTY BOARD OF SUPERVISORS BOARD, COMMISSION OR COMMITTEE

Date 10/17/24

Applying for appointment to \_\_\_\_\_  
(Name of Board, Commission or Committee)

### General Information

Name Mauri Tamborra

Address 1358 Strand Way, Oceano, CA 93445

Business Phone 720.371.0101 Home Phone 720.371.0101

Cell Phone 720.371.0101 E-mail Address mauri@realtor.com

Supervisorial District \_\_\_\_\_ Years resided in County 30

### Employment & Education

Employer Name (if retired/unemployed list previous employer) Self employed  
Real Estate Agent RE/MAX & Keller Williams

High School Graduate or General Education (GED) Test passed? Yes  No   
If no, list the highest grade completed \_\_\_\_\_

List any/all College, Business School, and/or Military experience (most recent first)  
4 years @ Cal State University Fresno  
1 year @ Denver Metropolitan State University  
James Real Estate College  
Allied Real Estate School

### Qualifications

List work experience, training, volunteer activities, and skills relevant to this appointment  
20 years as real estate broker in Colorado, 3 years  
real estate salesperson in California, owner and  
manager of 3 vacation rentals in Oceano, CA.  
marketing real estate and neighborhoods areas  
is my area of expertise.

List dates/names of positions you have held on any advisory body or elected office  
multiple real estate industry advisory boards over  
the last 20 years.

List Membership to Organizations

South County Chamber of Commerce  
Pismo Coast Association of Realtors  
CA and CO Association of Realtors  
National Association of Realtors

Please explain why you would like to serve in this capacity

Oceanside is my passion - I was born and raised in AG  
and am a licensed Realtor in both states. We own  
3 beach houses/vacation rentals in Oceanside and  
we love hosting visitors to share our beautiful area.  
I also love being an area expert and marketing  
is my favorite thing to do. I would love the  
opportunity to promote my favorite place on earth!

If appointed, are you willing to participate in the majority of meetings each year, and if necessary, in numerous related meetings or subcommittees?

Yes  No  Comments \_\_\_\_\_

If appointed, are you willing to file a Statement of Disclosure as a Public Official Under the standards of the Fair Political Practice Commission?

Yes  No  Comments \_\_\_\_\_

If appointed, do you want to have your address or telephone number(s) published?

Yes  No  Comments \_\_\_\_\_

Please mail this applicaton to:

Board of Supervisors  
1055 Monterey St., Rm. D430  
San Luis Obispo, CA 93408