

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

November 12, 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 Ad (via Zoom)
Danielle Carpenter, ONTB Admin
Jen Rokes, Discover Oceano
Christine Rizzo, Assist to Danielle

Board Members Absent: None

1. **Call to Order:** by Board Chair Linda Austin at 4:39 pm
2. **Public Comment(s):** None
3. **Presentation:** Jen Rokes, Discover Oceano and Linda Austin:
 - a. Proposed a Kiosk at the Oceano Plaza that will include maps. The proposed project will cost \$18K. Very costly. Maybe a mural will be a better idea.
 - b. New sign for the Oceano Depot Train Museum. The old sign is from the 70's and not very visible. The new sign will be double sided, larger and closer to HW1 possibly with lighting. To be placed in the lot south of the Depot. That property is owned by OCSD and is leased to the Depot. VACO needs to submit a letter to OCSD for permission to place the sign. Shaun (South Paw Signs) has given a bid for the new sign at \$9238. That will include the design, permitting and installation. Linda will recuse herself from this project due to a possible conflict in interest. Jen from Discover Oceano will submit the request for the new sign on the property. This information will be provided in advance so that it can be included on the new O/N packet. VACO could be looking for funds for both projects for education and visibility on the street.
 - c. The Welcome to Oceano sign that was taken down due to work being done on HW1 needs to be reinstalled in front of Old Juan's restaurant. The sign has been stored for safekeeping. VACO can make a new better sign. VACO needs to reach out to State Parks about placing the sign further from the road. Then reach out to CALTRANS for permission.
4. **Consent:** Linda motions to approve minutes from August 20, 2024 meeting, Roger seconds, all in favor, minutes approved.
5. **CBID Local funds updates/financials:** Cheryl
 - a. An article from Travel & Leisure featured the new marine sanctuary to include 4500 square miles of the Central Coast led by the Chumash Tribe. NPR also announced the new sanctuary.
 - b. Doubled TOT over the last 10 years and outpaced all other DMO's by 57% in the last 5 years. There have been 31% more website visitors. Email has 3500 new subscribers per month.
 - c. There was a Brown Act training session. There are links for information and training. At the January meeting the new bylaws will be reviewed.
 - d. Next CBID meeting will be held December 4 (combo Nov/Dec) meeting at 9 am. Meeting at Cambria Pine Lodge.

6. **Budget:** Danielle: With a 6% assessment and gain of 9.6%. We are on track for the year in regards expenses vs. collections.
7. **Member updates/Marketing report:** Claudia
 - a. On the HWY1 Road trip website the top engagement was an Instagram post Top5 places to eat in Oceano and Nipomo.
 - b. Social media spend in October promotes the Monarch butterfly experience. An email blast in October also promoted the Monarch butterfly experience.
8. **Action/Discussion Item:**
 - a. Clare Class as given her resignation letter effective November 15, 2024. With regret she is resigning because she will no longer be with Nipomo Property Management, therefore not eligible to be a board member. Linda motioned to accept Clare’s resignation, Roger seconded, all in favor; resignation accepted.
 - b. New member application Mauri Tamboura. Linda knows Mauri, she is a local realtor and has a lot of good ideas and will be a great new board member. Linda motions to accept Mauri as new board member, Roger seconds. All in favor. Motion carried.
Mauri’s application will be presented at the next CBID meeting and then to BOS. Cheryl will let us know when she is approved.
 - c. Danielle presents the schedule of 2025 Board meeting dates. The May 13 meeting will be changed to June 3 (Danielle will be out of town). All agree to date change.

9. **Future Agenda Items:**
Review new Kiosk for the Oceano Plaza
January meeting will review new bylaws

10. **Closing statements:** None

11. **Next Local Fund Advisory Board Meeting:**
Date: January 14, 2025
Time: 5:00 – 6:15 pm
Location: Oceano Dunes Visitor Center

12. **Adjournment:** 5:25 pm