

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

January 14, 2025  
Public meeting location at Oceano Dunes Visitor Center

**Board Members Present:**

Linda Austin, Oceano West, Inc.  
Roger Jacobs, State Parks-Oceano Dunes District  
Mauri Tambora

**Others Present:**

Claudia Torkelson, TJA Ad (via Zoom)  
Danielle Carpenter, ONTB Admin  
Christine Rizzo, Assist to Danielle  
Cheryl Cumings, CBID  
Kim Rose, VACO  
Debra Early, Surf Shack owner

**Board Members Absent:** None

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1. **Call to Order:** by Board Chair Linda Austin at 5:02 pm
2. **Public Comment(s):** None
3. **Presentation:** Kim Rose:
  - a. The new “Welcome to Oceano” sign will replace the old sign. Old sign was removed by CalTrans for Highway 1 construction. The new design is by Southpaw Design. Installation will happen after CalTrans is consulted about regulations of placement and final approval of design. Hold off on vote till then.
  - b. New sign for the Oceano Depot Train Museum. Design is presented. Everyone thinks it is a good design.
4. **Consent Items** Approve minutes from November 12, 2024 meeting. Linda motions to approve, Roger 2<sup>nd</sup>, all in favor. Minutes approved.
5. **CBID Update**
  - a. The County Tourism Business Improvement District (CBID) Advisory Board and San Luis Obispo County are working with Civitas Advisors to modify the 1989 district ordinance to allow the County to contract with a non-profit to carry out tourism marketing services of the CBID. The goal is to transition the administrative, financial and procurement services from the County to the new non-profit. The process includes ordinance modification, formation of a new nonprofit corporation and drafting a service agreement between the County, the CBID and the non-profit corporation.
  - b. An agreement with Civitas is on the BOS agenda on 1/14/2025 to carryout out the transition, totaling \$24,000 with a 4-month time frame. BOS meeting will meet March 11 to approve the Resolution of Intention, with a detailed timeline being approved at the 1/22 CBID Advisory Board meeting. The new non-profit will be effective May 1, 2025, and the immediate focus will be renewing contracts effective July 1, 2025.
  - c. The updated bylaws are now applicable across the CBID and all LFAs. The LFA officers (chair and vice chair) will have an annual renewal, and the board member will be a 4-year renewable term. The Vice Chair will conduct meetings if the Chair is absent.
  - d. Web traffic is up to 75k in sessions. Budget is tracking flat but is up 6% overall.
6. **Budget:** Danielle: November collections were down compared to December. We are collecting more than spending.
7. **Member updates/Marketing Report:** Claudia – Facebook followers are up to 12,659. Top story is the horses on the beach. Instagram has 14,910 followers. Top story again was the horses on the beach. Social media

spend is \$0.02 per click. Top performing story is the Watchable Wildlife in Oceano and Nipomo. Coming up in January is a push of stories of 5 hiking trails.

**8. Action/Discussion Item:**

- a. Motion Linda Austin to be Chair. Mauri seconds. All in favor, motion carried.
- b. Linda motion for Roger Jacobs to be Vice Chair. Mauri seconds, all in favor, motion carried.
- c. VACO new "Welcome" sign design presented by Kim Rose. This is a "replacement in kind" project with CalTrans. Linda will check if there is any permitting requirement prior to placing sign. Roger motions to approve the budget of \$6493.73. After possible permit requirement are researched and final design approval. Voting will commence at the March meeting.
- d. VACO new Depot/Museum sign: no permit is required. The budget for sign is \$9238.73. Roger moves to approve the sign, Mauri seconds, all in favor. Motion carried.

**9. Future Agenda Items:**

- a. New welcome sign and directionals at Pier St. i.e., campgrounds, lodging, beach access. Possible signs through TOD.
- b. Designation of Visitor Service Zone of Pier St. What is the process? Benefit to stop moratorium on rentals.
- c. Install a Clamming regulations sign. Will inform law requirement when clamming. Possible under the Stewardship of the land for travelers.
- d. Future events: Farmers markets, Surf contests, Car shows, dog parades, Christmas Market, Halloween trunk or treats. Need to find organizations willing to host events.

**10. Closing statements:** None

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

Date: March 18, 2025  
Time: 5:00 – 6:15 pm  
Location: Oceano Dunes Visitor Center

**12. Adjournment:** 6:04 pm