



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

Tuesday, March 18, 2025, 5:00 – 6:15 pm

Oceano Dunes Visitor Center - Guiton Hall, 555 Pier Avenue, Oceano, CA

- 1. Call to Order / Roll Call** Carpenter
- 2. Public Comments** (please limit to 3 minutes each)
- 3. Presentation:** VACO New Welcome to Oceano sign Rose
- 4. Consent Items** - Approve 1/14/25 meeting minutes
- 5. CBID Local Fund Updates / Financials** Cuming
- 6. Budget Update** Carpenter
- 7. Member Updates/Marketing Report**
 - a. Review TJA Monthly Activity Report Torkelson
- 8. Action/Discussion Item**
 - a. **Approval of Resolution supporting new non-profit Highway 1 Tourism Alliance** Cuming
A resolution designating SLO County TBID funds to Highway 1 Tourism Alliance (HITA) and recommending HITTA as the designated County contractor
 - b. **Discuss and vote on VACO New Welcome to Oceano sign** Rose
VACO new “Welcome” sign design presented by Kim Rose. This is a “replacement in kind” project with CalTrans with a budget of \$6,493.73.
- 9. Future Agenda Items**
 - a. Future funding projects
 - b. 2025-26 Budget
 - c. 2025-26 Marketing Proposal
- 10. Closing Comments** (please limit to 3 minutes each)
- 11. Please Note the Next Oceano/Nipomo Tourism Board Meeting:**

Date: June 3, 2025
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.