

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

March 18, 2025
Public meeting location at Oceano Dunes Visitor Center

Board Members Present:

Linda Austin, Oceano West, Inc. (Chair)
Roger Jacobs, State Park (Vice Chair)
Mauri Tamboura, vacation rental owner

Others Present:

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

Board Members Absent: None

1. **Call to Order:** by Board Chair Linda at 5:15 pm. Roll call see above.
2. **Public Comment(s):** None
3. **Presentation:** None
4. **Consent Items** Approve minutes from January 14, 2025 meeting. Roger motions to approve, Mauri 2nd, all in favor. Minutes approved.
5. **CBID Update** Cheryl; the webpage is doing very well. Oceano/Nipomo is the 2nd most popular view. The email has a 52% open rate. The TOT is flat but there is a 40% increase in February, tough this report does not reflect that. The coastal cities are doing better than other cities. Spring's campaign is focused on the beaches. A Beach Toolkit is available on the member page. The toolkit has map sign up and PDF file links, downloadable videos, emails and other valuable assets for the LFA to use for promotion.
6. **Budget:** Danielle: February collections \$7201.83, the 2024 number is not available to compare. Collections are up according to CBID. More money is coming in than being spent. There was a larger than normal payment to TJA in January due to the fact it was a catch-up payment from December. In the future TJA may request money to acquire new assets. New budget will be made to accommodate the new nonprofit (H1TA). Will discuss at next meeting.
7. **Member updates/Marketing Report:** Claudia – Facebook followers are up to 12,647. Top story is the off season, local fruit and vegetable stand and the Monarch butterflies. Butterfly population was down this year but it was still worth showcasing. Instagram has 14,801 followers. Top stories were the off season, bonfires and the local fruit/vegetable stands. Social Media ad that are directed through the Highway 1 Road Trip website had a spend of \$.04 per click. Local Hood stories focused on Hidden hikes and had an open rate of 67%. Upcoming email blast and local hood stories will focus on Spring Break. Email blast will be next week. Linda thanked Claudia for the post on the recent pancake event. Claudia encourages everyone to send her information of up coming events.
8. **Action/Discussion Item: Action Item:**
 - a. **Approval of Resolution supporting new non-profit-Highway 1 Tourism Alliance.**

Cheryl; a resolution designating SLO County TBID (CBID) funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated Country contractor. CBID would like to move forward forming a non-

profit so county can designate the non-profit to provide services: Accounting, Tax, Legal, Insurance, physical office space (State requirement) and Administration, therefore, decreasing the services that the county will need to continue to provide. CAO reviewed the details included on the anticipated expenses summary and noted that this document was included within the board packet.

The resolutions' goal is 1.) designate funds to Highway 1 Tourism Alliance (H1TA) 2.) recommend the non-profit as the designated contractor. The nonprofit will function as a corporation. The articles of incorporation have already been approved. The LFA's will all be requested to approve the resolution in March with a non-profit effective date of May 1 2025. The services that the non-profit will be providing will add additional expenses that will be (50% paid by CBID and 50% paid by LFAs)

The 2% county fees will continue to be paid to fund the following functions: position on new non-profit | H1TA, attend meetings of existing advisory board and H1TA, advising/reporting to the County CAO regarding CBID, H1TA and funds status, managing contract for services with H1TA and County (renewing as needed), local Ethics and Form 700 tracking for CBID Advisory Board members, BOS agenda items for CBID Advisory Board members and Local Area advisory board members (resignations, vacancies, renewals, appointments), Annual Hearing renewal of the CBID Assessment, collecting and transferring assessments to H1TA monthly and providing TOT financials monthly.

This new resolution will streamline the application and contracting processes, including procurement processes. The required time for processing funding applications has been 4 months (as stated on the application form), and once the non-profit is formed, it is anticipated to reduce by half as applications will no longer need to go before the BOS. Once the new non-profit BOD approved the application, the requested funds will be processed through H1TA. All CBID and local fund area board positions as noted in the paragraph above, will continue to be approved by the BOS.

Roger motions to adopt the resolution and Mauri seconds. Voice vote of the board Ayes: Roger Jacobs, Mauri Tamboura, Linda Austin. No further discussion. No objections or other abstentions. Motion passes.

b. Discuss and vote on VACO New Welcome to Oceano sign. The application for the new sign was presented at the last meeting. There is discussion as to the permitting from Caltrans. Emails back and forth from Linda and Kim Rose to Valerie Beard (District Permit Eng.) at Caltrans were included in the board packet. Also included in the discussion is Corby Kilmer (District Landscape Eng.) of Caltrans. In the emails was discussed that this is a "Replace in kind" project and will have a fee-free permit. Caltrans agrees it will be fee-free; we will need this in writing.

Roger motions to approve the sign funding application totaling \$6,500 contingent upon confirmation from CalTrans regarding the fee-free permit. Mauri 2nd. Linda abstains. Motion passes.

9. Future Agenda Items:

- a. Project to focus on the historical history of Oceano. Send Claudia more information.
- b. 2025-26 budget
- c. 2025-26 Marketing proposal

10. Closing statements: None

11. Next Local Fund Advisory Board Meeting:

Date: June 3, 2025
Time: 5:00 – 6:15 pm
Location: Oceano Dunes Visitor Center

12. Adjournment: 6:28 pm