

Draft Until Approved
Oceano and Nipomo Local Fund Advisory Board
Minutes

June 3, 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 Tambora, Vacation Rental Owner

Others Present:

Claudia Torkelson, TJA Ad (via Zoom)
Danielle Carpenter, ONTB Admin
Christine Rizzo, Assist to Danielle
Alissa Sparling VACO

Board Members Absent: None

1. **Call to Order:** Roger Call to order at 5:11 pm. Roll call see above.
2. **Public Comment(s):** None
3. **Presentation:** Linda would like to add to the agenda an item that she was not aware of at the time the agenda was published. Alissa Sparling from VACO is here to present proposal of a mural. The mural would be on the side of LaTapatia market. Linda motions to add to the agenda, Mauri seconds, all in favor. Mural discussion is added to the agenda.
 - a. Alyssa is here to provide the visual of the mural for the board to view. She has already acquired permission from the building owner (Mr. Lopez) for the mural, the amount of money required and who the artist will be doing the mural. She details the artist will be Scott from Art Co Lab and has done other murals in the area such as the Welcome to Pismo and Old West Cinnamon Rolls in Pismo Beach. \$2000 dollars is the request. That will cover the supplies. The Artist is donating his time. Alyssa has brought a copy of the application and picture of the proposed mural. Danielle recommends she sends her the information digitally so she can incorporate the information in an upcoming meeting to be voted on. She has left copies of the mural and application for the member's review.
4. **Consent Items** Approve minutes from March 18, 2025, meeting. Roger motions to approve, Mauri 2nd, all in favor. Minutes approved.
5. **CBID Update** Danielle (Cheryl is absent) Looking at the May report despite stellar marketing web user numbers are a little down. Possibly due to the state of the world, people are traveling less Still bringing in more than spending. The new nonprofit Highway 1 Tourism Alliance (H1TA) was voted in and as of May 1 has begun. Right now, the county is working to finish the fiscal year ending June 30. After that all paperwork and contracts will go through H1TA. Mauri had a question for Danielle regarding the TOT amount for the Edna Valley/AG have a dramatic increase from last year to this year. Danielle said Cheryl would have more insight on that but perhaps because of their high-end wedding venues and wineries. The TOT report ONTB is at 5.73% of the total collection. ONTB is still bringing in more money than spending. The report shows total collected year to date as of April 25 is \$79,105.46. The estimated year end is \$80K, at this rate they will easily be met.
6. **Budget:** Danielle: The report reflects the expense of \$9000 in March. This was for the new Railroad Depot sign. Sign is done and ready to go up this Thursday. Roger asked if the "Welcome to Oceano" sign money will be forwarded to the new nonprofit or does the county hold it after the end of the fiscal year. Roger is still

waiting to receive the Caltrans clearance to post the “Welcome to Oceano” sign. No monies will be lost in the transition. Wants to mention in the budget for 24/25 she noticed the infrastructure amount was 16K and Beautification 2.5K. None was spent on events and Beautification is in the negative \$6738.73. It seems most of their money goes to Beautification. In the new budget she is presenting later she changed the amount to \$10k to Events and \$15k to Beautification. Will review later. Members would also like to discuss more possible events in the future.

7. Member updates/Marketing Report: Claudia – Facebook followers are up to 12,647 and engagements is 458. The impressions number was astounding (1,053,785). Danielle questions; was that organic? Claudia; No, it was organic and paid. Top story is what to do on Memorial Day weekend. They used drone footage from the Highway 1 (Road Trip) campaign of the beaches. Also used Crowdriff stories of hiking in Oso Flaco. Talking about all vast nature to experience. There was arial footage from Crowdriff of the coastline was also very popular. Instagram has 14,807 followers, over 130k impressions and over 1k engagements. Top post was leaning into the artist appeal of the area. Whether photography or painting the area has tons of beauty to capture. Another story was from Crowdriff taking a hike in Oso Flaco then off to Pismo to get cinnamon rolls. A story of more hikes was third. Social media ads had over 7K clicks and impressions were over 1.1 M with the cost of \$0.04 per click. Localhood stories on Crowdriff had an interaction of 33.3% and completion rate of 33.3%. Top stories by performance were hidden hikes, Oso Flaco and watchable wildlife. Also included new assets from spring shoot. All sharable.

8. Action/Discussion Item: Action Item:

- a. **Discuss and vote on Marketing Contract for 2025-26.** Claudia from TJA; First of all thanks for the opportunity to work with ONTB. They have seen a lot of growth over the years. The budget and contract is basically the same rates and retainers. They are committed to stay on the cutting edge of social media promoting the area. Social media is critical in marketing, so the majority of ad spend goes to monthly meta-ads. With meta-ads she can target more specifically the drive market. Through the meta-ads they will continue to drive interest to convert to overnight stays and visiting the area. They will continue to post 10 post a month. They will continue to do community management of the social media account. Ie posting, clearing the DMs, reposting and collaborating with our partners. The email campaign will stay the same with quarterly blasts. Including monthly report of the analytics for each platform. Questions: Danielle: will you be doing a SF Gate story? Yes, they have seen great results from them. Roger motions to approve the renewal of Marketing contract July 1, 2025, through June 30, 2026, with the amount of \$56,960. Mauri seconds, no objections, motion carried. Contract Approved.
- b. **Discuss and Vote on Administration contract 25-26.** Danielle: This is a contract with Danielle but as a new entity (Highway 1 Tourism Alliance) H1TA. Previously was under the CBID. The rate will be the same for a 1-year administrative contract. Roger motions to approve renewal of the administration contract for July 1, 2025 to June 30, 2026, to the amount of \$6,364 max through H1TA. Linda seconds, no objections, Motions is carried. Contract approved.
- c. **Discuss and Vote on Budget for 25-26.** Danielle: This budget will commence on July 1, 2025, through June 30, 2026. The CBID recommends to budget the same as this year. The projection is \$91,000 - half will come from Airbnb’s and regular vacation rentals. The Carry forward will change a little bit, Thew new budget will include new expense for the nonprofit. It is under administration fee the amount of \$2,454, based on the board’s percentage of collected TOT. Most of the budget stays the same except for events, the amount has changed to \$10k and the Beautification has changed to \$15K. Giving an expense total of \$107,578. Even if we spend all of that and only bringing the projected \$91K there is still monies in the carryforward. Most likely the whole budget will not be spent, it never is. There should be plenty of money to fund future projects such as the murals and signs. Roger motions to approve the budget for July 1,2025 through June 30, 2026, with the amount of \$116,738.00. Linda seconds, all in favor, motion carried. Budget Approved.

9. Future Agenda Items:

- a. Roger; update on the “Welcome to Oceano” sign. They have written approval from Caltrans about signage right of way that 40 feet. Working on right of entry permit now. When that is complete, he will contact VACO to coordinate how to install the sign. Danielle requests Roger to send her a copy of

Caltrans written consent and his documentation. Once she has that, she will send to Cheryl at CBID to release the funds.

- b. Mauri: Has proposed Oceano have a campaign of matching street signs. She has seen this done in other cities and feels it builds a cohesiveness. Research needs to be done to see if the street signs are managed through the county and if this is a project to boost tourism.
- c. Roger: there has been meeting regarding the Pier Ave. corridor to change the number of lane and include a roundabout. Possibly not a tourism issue. Perhaps banner along Pier Ave. would be a great idea to encourage people to visit. More research must be done as to who owner each light post. Roger feels matching the new “welcome to Oceano” sign would be consistent. Banners could be changed up i.e. holidays, historical or community events.
- d. Claudia: mentioned possibly doing a digital campaign on social media of historical facts of the area. Do a then in now photographs. Linda has a lot of photos she can digitally send to use. This would be a very interesting concept. Linda will send the digital photos to Danielle for dissemination to TJA.

10. Closing statements: None

11. Next Local Fund Advisory Board Meeting:

Date: August 19, 2025
Time: 5:00 – 6:15 pm
Location: Oceano Dunes Visitor Center

12. Adjournment: 6:25 pm