

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

January 20, 2026  
Public meeting location at Oceano Dunes Visitor Center

**Board Members Present:**

Linda Austin, Oceano West, Inc. (Chair)  
Roger Jacobs, State Parks (Vice Chair)  
Mauri Tambora, VR owner

**Others Present:**

Claudia Torkelson, TJA (via Zoom)  
Danielle Carpenter, ONTB Admin  
Christine Rizzo, Assist to Admin  
John Sorgenferi, TJA  
Kim Rose, VACO  
April Paz, VACO  
Cheryl Cuming, CBID, H1TA

**Board Members Absent:** None

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**1. Call to Order:** Linda Call to order at 5:04 pm.

Roll call (see above).

**2. Public Comment(s):** None

**3. Presentation:** a. VACO update. Kim Rose and April Paz. On behalf of VACO they would like to thank ONTB for the grant funding and continued partnership to support the community. Their support helped complete 3 projects in 2025 that enhanced Oceano’s visibility and overall visitor experience. The projects completed were: 1. New sign to the Oceano Depot Museum helping people find and highlighting the key historic visitor destination. 2. The “Welcome to Oceano, Gateway to the Dunes” sign, creating a welcoming impression, 3. The Front Street mural in Oceano adding visual interest. Photos of project presented to the board. They appreciate our support and look forward to working together in the future.

**b. ECOSLO:** Danielle: ECOSLO is a local nonprofit whose proposal is planting trees and beach/creek cleanups. They can be hired to plant trees in designated areas or hired to beach clean-up. They partner with local businesses and volunteers to perform these projects. ECOSLO will come in and project manage the entire thing. The also will maintain the new trees for 3 years until they are fully viable. They have an annual Creeks to Coast clean up. Last year the had 839 volunteers and collected 7500 pounds of trash. They have been planting trees with the city of SLO and are now asking the LFAs if they are interested in their programs. The ROI for these programs is they are ECO conscious; they beautify the public spaces enhancing visitor experience. Participating will give the LFA opportunity for signage and public acknowledgement in the program. Cayucos uses the program to clean up the beach after the 4<sup>th</sup> of July celebration. They are also looking at other clean up dates in the year. Clarification on certain creeks requiring a permit by the county is needed. ECOSLO has been doing this for a while and will obtain the permits if needed. As far as the locations for the trees or clean-up is decided by the LFA. Once decided ECOSLO will write up a proposal for the board to vote on. For planting trees included 10-15 trees at a cost of \$5000-\$7000 (includes 3 years of maintenance). The clean-up is a cost of \$1000. For the Creek to Coast clean-up for \$1000 can be added for this fall and the location will be added. The tree planting ECOSLO would identify native tree that could be used and LFA chooses the trees and location. Further discussion to be had as to where to plant trees or location of clean-up. Then give decisions to Danielle and she will have Kendra write up an application.

4. **Consent Items:** Roger motions to approve minutes from November 18, 2025 meeting. Linda 2<sup>nd</sup>, all in favor. MINUTES APPROVED.
5. **CBID/H1TA Update: Cheryl;** Report on the survey results: county asked that a third-party manage the process, which took 4 1/2 months. The county provides the master constituent list; there was a Spanish version that didn't have any responses. Weighted results have not been provided by the county yet. The survey launched on October 17 and closed November 19. 55% of vacation rentals show zero rent collected, so they're inactive and not being used as vacation rentals. 659 vacation rentals are active, and surveys received a 24% response rate of active vacation rentals and 90% of hotels/motels. The CBID learned a lot and received positive feedback. One of the findings was that we need to tell more people about our successful efforts. The results show that people want us to prioritize tourism marketing, events, beautification, and then stewardship. Those who protested also had positive overall ratings, and ONTB needs more visibility so that more people know what we do.  
Cheryl also informed the board that Bonnie Ernst submitted a Public Records Request asking for details on:
- The total transient occupancy tax (TOT) and BID assessment collected by the Oceano/Nipomo area since the inception of the San Luis Obispo County Business Improvement District (provided by the County executive office)
  - List of Local Fund Area projects funded in the Oceano/Nipomo area
  - The term and capacity of the term for Linda Austin, of the Oceano/Nipomo Local Fund Area (provided by the County executive office)
  - The Bylaws of the San Luis Obispo County Business Improvement District Local Area Advisory Boards.
- The requested information has been sent to Ms. Ernst.
6. **Budget: Danielle;** the budget is updated through November, we are at 6% for TOT. O/N has brought in more than last July, September and December.
7. **Member updates/Marketing Report:** Claudia FB has 13600 followers, 4,300 impressions and over 1M engagements. FB top story was wishing a Merry Christmas, then the monarch butterflies, then Old Juan's Cantina. INSTAGRAM had 14792 followers, 45,373 impressions and 574 engagements. Top stories Old Juan's Cantina, Monarch Butterflies and then Merry Christmas from Oceano. Social Media ad spend reached 597,716, impressions 838,272 cost per 1,000 people \$3.21. Mentioned all the holiday activities not included in this meeting but had great response. Inquired about the Best of the Central Coast Contest. There is no set date for the contest for this year yet. We signed up for the newsletter and will keep posted as soon as the date is set for the contest.
8. **Action/Discussion Item: Action Item:**
- a. **Vote for 2026 Chair and Vice Chair.** Mauri motions for Linda to continue as Chair in 2026, Roger 2<sup>nd</sup>; No Objections, All in Favor, VOTE PASSED FOR LINDA AS CHAIR 2026. Mauri motions for Roger to continue as Vice Chair in 2026, Linda 2<sup>nd</sup>; no objections, all in favor, VOTE PASSED FOR ROGER VICE CHAIR 2026
  - b. **Discuss and vote on TJA advertising overage.** John: TJA advertising spend is \$8,956.77 over budget for the current fiscal year. John presented options to resolve issues. Due to some billing errors on their part, 3 items were billed in September that actually should have been invoiced in the 2024-25 fiscal year. Items were Visit CA @\$3,000, Visit CA plus banner @ \$4,500 and Visit CA sponsor/dedicated @ \$11,500 total \$19,000 plus 15% markup \$2,850 brings total to \$21,850. Further discussion regarding how to remedy the problem. If paid out of 2025-26 budget they will be over the approved budget with 5 months remaining in the fiscal year. Possibly allocate money from carry forward. As a goodwill adjustment TJA offered to waive the 15% paid media markup, providing a credit of \$2,850 + 1956.77, bringing the overage to \$7,000. Mauri motions to add \$12,000 to the current marketing budget, which will enable us to pay the outstanding TJA invoices and provide \$2500 per month advertising spend in February and March. Linda seconded the motion; Roger abstained. MOTION CARRIED.
9. **Future Agenda Items:** ECOSLO Projects, TJA advertising funding for April – June 2026.

**10. Closing statements:** Roger expressed his frustration with the TJA accounting error, stating that everyone on this board is a volunteer and paid vendors are expected to behave professionally and track their own spending so that the board is not forced to make impossible decisions to correct errors that should not have happened in the first place. The marketing agency and administrator need to work together in order to keep the board running smoothly.

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

Date: March 17, 2026  
Time: 5:00 – 6:15 pm  
Location: Oceano Dunes Visitor Center

**12. Adjournment:** 6:43 pm