

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

September 15, 2026
Public meeting location at:
Oceano Community Services District 1655 Front St. Oceano, CA 93445

Board Members Present:

Linda Austin, Oceano West, Inc. (Chair)
Roger Jacobs, State Parks (Vice Chair)
Mauri Tambora, VR owner
Kayla Stearns, Dune Surfer Inn

Others Present:

Claudia Torkelson, TJA (via Zoom)
Danielle Carpenter, ONTB Admin
Christine Rizzo, Assist to Admin
April Paz, VACO
Tom Walker, TJA (via Zoom)

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

Roll call (see above).

2. Public Comment(s): ECO SLO had to cancel their presentation due to an emergency. The board was provided the presentation to review.

3. Presentation:

- a. **ECOSLO:** proposed clean ups at 4 locations. 2 in Oceano and 2 in Nipomo with an ask of \$2500. To be done through the next year. The board can decide on what dates the clean ups happen and locations.
- b. **VACO: April Paz** is here to thank the board for their support of the banners on HW1 celebrating America's 250th birthday. A letter of gratitude was provided to the board, and a picture of the banner was provided. The banner hung in front of the Depot for 4-6 weeks around the 4th of July.

4. Consent Items:

- a. Approval of 7/21/26 Minutes. VOTE Linda MOTIONS to approve the 7/21/26 minutes, Mauri 2nds, all in favor. MINUTES APPROVED.
- b. Approval of July financials. In July we brought in \$18k and spent \$18,600, so went a little over. What was paid was \$16k to tourism infrastructure. A preview for August shows our income is going fine. After review VOTE Roger MOTIONS to approve July financials, Linda 2nds, all in favor. FINANCIALS APPROVED.

5. **CBID/H1TA Update: Cheryl** is absent. A copy of the Local Fund Summary for Sept 2026 was provided to the board, providing all the metrics from the CBID including a schedule of the steps being taken to change the district from an 89 district to a 94 district.
6. **Budget: Danielle** July ONTB brought in 8.63% of BID assessment collection. She noted that the high B&I expense was for the Dana Adobe Visitor Center funding application.
7. **Member update/Marketing Report: Claudia TJA**, August 2026 report shows FB increased followers by 320 and Impressions were 1.2M. top post content was driving on the beach and sunsets. FB post about driving on the beach went viral. Over 1000 reactions, 149 comments and 113 shares. The same reels were cross posted and boosted views there too. Instagram has over 15K followers (+353) over 172K views and over 7000 engagements. Provided is a link with new assets that can be used for local organizations and a list of all the local businesses that were showcased in social media. Monthly Meta ad reach was 746K impressions over 1M and CPC \$2. The SLOCAL magazine add was previewed. The board felt the picture was not accurate representation of Oceano. They chose a new one and Claudia will fix that and send it to print. TJA also presented a proposal to create a new digital POI map. The estimated budget is \$1,520 - \$2,280 to complete it. Tom Walker (attending via Zoom) will be the digital creator.
8. **Action/Discussion Item: Action Item:**
 - a. **Discuss and vote on ECOSLO clean up.** The cost of \$2500 will provide 4 clean ups in 4 locations. Discussion at to what date in the upcoming year the cleanups will be schedule and what locations. The board will make final decisions later but prefers 3 Oceano beach clean ups and 1 Nipomo clean up. Danielle will clarify with ECOSLO and H1TA to make sure this change is acceptable. VOTE Linda MOTIONS to approve \$2500 for the clean ups, Roger 2nd, Mauri 3rds, all in favor. MOTION PASSED
9. **Closing statements:** none
10. **Next Local Fund Advisory Board Meeting:**

Date:	November 17, 2026
Time:	5:00 – 6:15 pm
Location:	Oceano Dunes Visitor Center
11. **Adjournment:** 5:58 pm