

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.

VisitOceanoNipomo.com

January 17, 2017

5:00 – 6:30 pm

State Parks-Oceano Dunes District Office Conference Room (Room 110)
340 James Way, Suite 270, Pismo Beach, CA 93449 (Behind Keller Williams Realty)
(805) 773-7170

- 1. Call to Order/Roll Call**
- 2. Public Comment(s)** - (Please limit to 3 minutes)
- 3. Consent Items** - Approve 11/15/16 meeting minutes
- 4. CBID Local Fund Update / Destination Focus Promo Overview / Press Release / H1DR Brand Marketing Summary / Coastal Discovery & Stewardship Took Kit details / Survey Update / Financials** – Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Member Updates/Committee Reports**
 - a. Marketing - Linda Austin & Dena Bellman
 - b. Stewardship Travel Program – Kevin Beauchamp
- 7. Action/Discussion Item**
 - a. 2016 Fall Fest Post Report
 - b. CowParade Cow Buyout Update
 - c. Whale Trail Sign Update
 - d. Pier Avenue Signage Land Use Information Update
 - e. Social Media Activity Update
- 8. Future Agenda Items/New Business**
- 9. Closing Comments**
- 10. Next Local Fund Advisory Meeting**

Date & Time: TBD
Location: State Parks-Oceano Dunes District Office Conference Room
340 James Way, Suite 270, Pismo Beach, CA 93449
- 11. Adjournment**