

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

April 4, 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 1/17/17 meeting minutes
- 4. CBID Local Fund Update / Video Links / Highway 1 Incident Communication Plan Overview / Rural Road Trip Emails / 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
 - c. Coraggio Group Presentation Report Out - Marna Lombardi
- 7. Action/Discussion Item**
 - a. CowParade Cow Buyout Update/Marketing Plan/Complimentary Tickets
 - b. Facebook Management/TJA Marketing Proposal
 - c. Discuss Ideas for Emails Collected from RRT Promo
 - d. Whale Trail Sign Dedication/ Whale Trail Flyers or Postcards to handout
 - e. Highway 1 Discovery Route Website Feedback
 - f. 2017 The Race of Gentleman Event
 - g. Pier Avenue Signage Land Use Information Update
 - h. 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**