

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

January 17, 2017, State Parks-Oceano Dunes District Office Conference Room

Board Members Present:

Linda Austin, Oceano West, Inc.
Dena Bellman, State Park-Oceano Dunes District
Marna Lombardi, Blacklake Vacation Rental
Kevin Beauchamp, Kaleidoscope Inn

Others Present:

Stephanie Rowe, ONTB Admin
Scott Andrews, Fall Fest/SLO Jazz Festival

Absent: None

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:12 pm
2. **Public Comment(s):** None
3. **Consent Items:** The November 15, 2016 minutes were approved for review and approval. A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp. With no further discussion the November 15th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. An overview of the upcoming February destination focus promotion was reviewed which will include video, press release, social media, blog, e-blast, and a getaway enter to win contest.
 - b. Key milestones: the website sessions goal was 30% and actual was 57.4% (+33,500).
 - c. The Highway 1 Discovery Route Fall Brand Marketing started on December 1 which includes the "All Roads Lead to Roam" campaign; digital advertising targeting Bay Area millennials and LA boomers; native advertising in SFGate; highly optimized mobile site; and Facebook and Instagram ads. A millennial photographer will take over on the H1DR Instagram for a week.
 - d. Coastal Discovery & Stewardship is also being promoted on SFGate concurrently. Tool kits were distributed to constituents.
 - e. The Highway 1 Discovery Route website re-theme was launched in December and has many assets, including blogs, photos and videos for constituents to use in their marketing efforts.
 - f. Cheryl confirmed that Oceano/Nipomo assessment collections were 2.44% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that November assessment collections totaled \$1,244.20. The available funds total \$32,810.11 and after anticipated applications and expenses are removed the funds total \$26,403.24.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: Stephanie Rowe noted that Di Strachan had called her to check with the board to see if they wanted to hold a follow-up stewardship workshop in the spring? The board agreed that it was not warranted at this time. Cheryl Cuming reminded everyone to promote the Oceans Giant movie at Hearst Castle Theater every Saturday during Coastal Discovery & Stewardship month. She also noted that Donna Sandstrom, Whale Trail founder, would be in town for the Whale Trail dedication on January 20.

7. Action/Discussion Items:

- a. **2016 Fall Fest Post Report:** Scott Andrews gave an overview of the sponsored event. He noted that 15% of the attendees were from out of the county. 563 attended which was 64% of what they'd hope to sell for the first year. There were changes to the dates due to rain and the venue for the Purple Ones moved from the Rock to the Fremont Theater. Goal was to raise \$30,000 but only raised \$9,500 in sponsorships. The event raised over \$360 for local nonprofit organizations. The ONTB logo was on the marketing material and posters. 10,000 postcards were distributed at mixers, hotels and across the county. Our banner was prominently displayed at the events. Dena Bellman noted that the name of the event does not indicate to people that it is a music event. Scott asked when he could come back to the board to present a fund request for 2017. Cheryl Cuming noted, and the board agreed, that the event did not meet their mission of getting "heads in beds".
- b. **CowParade Cow Buyout Update:** Marna Lombardi noted that their team is trying to raise the funds to buy the cow for permanent display at Trilogy. They have already raised \$1,000 of the needed \$3,500. They have a deadline of April 1st to raise the money. They are optimistic they can raise the funds.
- c. **Whale Trail Sign Update:** Stephanie Rowe noted that the sign has been installed on the overlook next to Fin's off of Grand Avenue. She showed the picture of the sign. Kevin Beauchamp asked about having flyers or postcards printed of the sign as handouts. This item will be placed on the next meeting agenda.
- d. **Pier Avenue Signage Land Use Information Update:** No update at this time.
- e. **Social Media Activity Report:** Stephanie Rowe gave an overview of the Facebook activity in the last month. Total fans are currently at 8,066. She noted that the most popular post was the blog from H1DR about the Oceano Depot. The other most popular post was about the Monarch Butterfly Grove at Trilogy. She also reviewed the following fan demographics: 70% women, 30% men. Most engagements from women between ages 35-54. Fans mostly from the Central Valley, the Los Angeles and Bay Areas.

8. Future Agenda Items/New Business:

- a. CowParade Cow Buyout Update/Marketing Plan
- b. Email Addresses from RRT Promo
- c. Discuss Whale Trail Sign Flyers or Postcards to handout
- d. Email Addresses from RRT Promo
- e. Discuss Facebook Management/Social Media Campaign Proposal
- f. Highway 1 Discovery Route Website Feedback
- g. Pier Avenue Signage Land Use Information and Sign Replacement
- h. 2017 The Race of Gentleman Event

9. Closing Comment(s):

- a. Dena Bellman noted that the new Oceano Dunes Visitor Center will hold their grand opening on January 27, 11:00 am – 4:00 pm.
- b. Cheryl Cuming noted that the board did not have a need to meet every month and suggested having them every other month. The board agreed.

10. Next Local Fund Advisory Committee Meeting. *No meeting in February.*

Date: March 21, 2017

Time: 5:00 – 6:30 pm

Location: State Parks-Oceano Dunes District Office Conference Room

11. Adjournment: The meeting was adjourned at 6:21 pm