

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

April 4, 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

Absent: None

Others Present:

Stephanie Rowe, ONTB Admin
Kaci Knighton, TJA Advertising

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:03 pm
2. **Public Comment(s):** None
3. **Consent Items:** The January 17, 2017 minutes were approved for review and approval. A motion was made by Dena Bellman, and seconded by Marna Lombardi. With no further discussion the January 17th 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. The Rural Road Trip Monthly Destination Focus for Oceano/Nipomo had over 5,000 page views for Nipomo and 4,900 page views for Oceano in February.
 - b. The Roam campaign YTD has increased website sessions by 90%, social engagements by 180%, and email clicks by 300%.
 - c. TOT was down by 15.4% probably due to timing of a payment.
 - d. Highway 1 Discovery Route was featured in SFGate and SF Chronicle native advertising.
 - e. There are new videos for constituents to utilize focusing on baby boomers and millennials.
 - f. Cheryl confirmed that Oceano/Nipomo assessment collections were 2.36% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that January assessment collections totaled \$1,163.79. The available funds total \$33,571.34 and after anticipated applications and expenses are removed the funds total \$28,866.97.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: None
 - c. Coraggio Group Presentation Report Out – Marna Lombardi: Marna attended the presentation which laid out the CBID strategic 3 year plan and noted that it was very informative. She passed around the summary plan.
7. **Action/Discussion Items:**
 - a. **CowParade Cow Buyout Update:** Marna Lombardi noted their Trilogy team raised the money to buy their cow. Marna worked with the executive director of Arts Obispo to coordinate the collection of the money. The proceeds will benefit CCSPA. The cow auction is on May 6

th at Santa Margarita Ranch. Cheryl Cuming noted that the cows will be on display during the day where anyone can go view them and then there will be a gala in the evening where tickets are required. Marna noted that, as cow sponsors, the team received 4 complimentary tickets to the gala. Cheryl Cuming suggested giving the tickets to the artist or other folks that may want to bid on a cow.

- a. **Facebook Management/TJA Marketing Proposal:** Kaci Knighton gave an overview of the proposal. The proposal will run for a duration of 4 months and included the following: Monthly retainer - \$950 to manage Facebook, Mailchimp email creation and management - \$1,000 and advertising for 2 months - \$2,000 for a total of \$6,800. Kaci noted that the goal is to convert fans into leads for overnight stays by influencing them with content. She noted that perhaps an Instagram account would be created. She reviewed some ideas to utilize the 3,000 new email subscribers generated from the Rural Road Trip promotion. The board can pick and choose different options. The board discussed whether they needed to do the targeted marketing into summer when they were already busy and agreed to the proposal for a 3 month period.

A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve the TJA Advertising marketing plan for the term of April 2017-June 2017 for an investment of \$5,600. With no further discussion, the marketing plan was approved by a majority voice vote of the local Advisory Board. Dena Bellman did not support the motion because she didn't think it was good timing and would be better to do in the fall. Additionally, she felt that TOT dollars would be flat.

- b. **Discuss Ideas for Emails Collected from RRT Promo:** Included in TJA marketing proposal.
- c. **Whale Trail Sign Dedication/Whale Trail Flyers or Postcards to Handout:** Stephanie Rowe passed around the Whale Trail postcards that the Whale Trail organization printed. Stephanie will get an estimate for printing additional postcards.
- d. **Highway 1 Discovery Route Website Feedback:** Cheryl Cuming encouraged the board to review the Oceano/Nipomo destination pages and provide feedback.
- e. **2017 The Race of Gentlemen Event:** Dena Bellman noted that the event would not be occurring in 2017, but would potentially be held in 2018. Cheryl Cuming noted that the event would be good for the organizers to consider submitting a fund application.
- f. **Pier Avenue Signage Land Use Information Update:** No update at this time.
- g. **Social Media Activity Report:** No update was provided as Kaci will be taking over Facebook management for the next 3 months.

8. Future Agenda Items/New Business:

- a. Review Revamped Fund Application
- b. Review Whale Trail Sign Postcard Quotes
- c. Review Administrator Contract Renewal
- d. Pier Avenue Signage Land Use Information and Sign Replacement

9. Closing Comment(s): None

10. Next Local Fund Advisory Committee Meeting. No meeting scheduled in May.

Date: June 20, 2017
Time: 5:00 – 6:30 pm
Location: **Oceano Dunes District Visitor Center**
555 Pier Avenue, Oceano, CA 93445

11. Adjournment: The meeting was adjourned at 6:01 pm