

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

June 20, 2017, Oceano Train Depot Museum

Board Members Present:

Linda Austin, Oceano West, Inc.
Kevin Beauchamp, Kaleidoscope Inn
Marna Lombardi, Blacklake Vacation Rental
Liaison

Others Present:

Stephanie Rowe, ONTB Admin
Kaci Knighton, TJA Advertising
Katie Sturtevant, Stewardship Travel Program

Scott Andrews, SLO Jazz Festival/Fall Fest

Absent: Dena Bellman, State Park-Oceano Dunes District (excused)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:04 pm
2. **Public Comment(s):** Scott Andrews thanked the Board for sponsoring the 2017 Fall Fest. He gave an update on the 2018 Fall Fest. He has concerts lined up in Morro Bay and Atascadero and would like to include one in either Oceano or Nipomo . The concerts will be held in late September and October.
3. **Consent Items:** The April 4, 2017 minutes were approved for review and approval. A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi. With no further discussion the April 4th 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. Cheryl noted that the revamped fund application has been implemented and she is finalizing a new application for infrastructure and beautification.
 - b. The " Roam " campaign added 11,500 new emails to the CBID database for a total of almost 65,000 emails.
 - c. TOT decreased 16.4%; Oceano/Nipomo decreased 2.5%. Edna/AG Valley increased 36.7% because of the large increase in vacation rentals. They started with 1 B&B and 10 vacation to 1 B&B and 50 vacation rentals.
 - d. 83,000 Beach Towns publication were distributed in Fresno area. Coverage provided at no charge based on Tribune content partnership.
 - e. The Rural Road Trip Summary for Oceano/Nipomo: 3,500 video views/4,100 Facebook clicks/155,000 Facebook impressions/3,000 subscribers
 - f. Cheryl gave a recap of 2016-2017 Co-op coverage which included SFGate, Alaska Air, Sunset CCTC Insert, Sunset Road Trips, Visit CA/Brands USA Outdoors and Buzzfeed.
 - g. Cheryl confirmed that Oceano/Nipomo assessment collections were 2.27% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that April assessment collections totaled \$810.14. The available funds total \$33,056.48 and after anticipated applications and expenses are removed and adjusted for returned projected unused admin hours, the funds total \$26,082.11.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None

a. Stewardship Traveler Program – Kevin Beauchamp

1. Katie Sturtevant, STP Recap and Upcoming Plans – Katie gave a recap from the past year which continues to be a successful, newsworthy and sustainable marketing strategy since its inception in 2013. Highlights include winning the Poppy Award for "Contribution to Community"; successful Coastal Discovery and Stewardship Celebration with the Hearst Castle movie doubling in attendance; Whale Trail interpretive signage project; Wildlife Viewing Tips; Avila Beach revamped their beach cleanup kits; and multiple STP workshops. Plans include: hoping to get approval for KindTraveler.com a hotel booking platform that gives money back to local communities and get message out about care and kind travel; developing a history and heritage trail map similar to the Wildlife Viewing Tips.

7. Action/Discussion Items:

- a. **CowParade Update:** Marna Lombardi went to the CowParade auction on May 6th at Santa Margarita Ranch. She noted that it was a beautiful event. She thanked the Board for negotiating the price for Moonarch Dude and designating CCSPA as the charity recipient. She was proud to be a part of the entire event.
- b. **Clarify TOT, Assessment , TMD Funds:** Marna Lombardi asked about the article in the Tribune which talked about the bed tax contributions for the last 8 years from the unincorporated areas. She was unhappy with the article and felt it was misleading. The Board agreed that the writer was probably more against Lynn Compton than the bed tax.
- c. **TJA Marketing Activity Report / Proposal Review:** Kaci Knighton gave an update of the activity in the past month. Facebook fans currently at 9,800, an increase of 1,700 since she took over in April and 432 total video views. Kaci showed the top posts and the 3 newsletters that have been sent. She also created an Instagram page which has, in 2 days, gained 14 fans and 60 total engagements.

Kaci then gave an overview of the proposal. The proposal will run for a duration of 12 months for the time period July 1, 2017-June 30, 2018 and included the following: Monthly retainer - \$950 per month to manage Facebook and potentially Instagram for 1 year total of \$11,400; \$250 per month for MailChimp e-mail creation, management and hosting for 1 year total of \$3,000; \$1,000 per month for Advertising 4 months (October-January) for 1 year total of \$4,000. If all sections approved, total for the year: \$18,400. The Board discussed the proposal. Marna Lombardi noted that the money would be well spent. She would like to recommend to any event organizer who submits a fund application that we will support and promote their event through our marketing firm instead of sponsoring the event.

A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve the TJA Advertising marketing plan as presented for the period of July 1, 2017-June 30, 2018 for a total investment of \$18,400. With no further discussion, the marketing plan was approved by a unanimous voice vote of the local Advisory Board. Dena Bellman was not in attendance to vote.

- d. **Whale Trail Sign Postcard Quotes:** Stephanie Rowe reviewed the quotes to print Whale Trail postcards.

A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve a not to exceed amount of \$350 for 5,000 80lb glossy Whale Trail postcards. With no

Further discussion, the postcards were approved by a unanimous voice vote of the local Advisory Board. Dena Bellman was not in attendance to vote.