

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

October 17, 2017

5:00 – 6:30 pm

Oceano Train Depot Museum
1650 Front Street (Highway 1), Oceano, CA 93445
(805) 489-5446

- 1. Call to Order/Roll Call**
- 2. Public Comment(s)** - (Please limit to 3 minutes)
- 3. Consent Items** – Approve 8/15/17 meeting minutes
- 4. CBID Local Fund Update / TOT Reports / 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. TJA Marketing Activity Report
 - b. Discuss Plan for Facebook Ads
 - c. Update on County TOT Compliance and Airbnb
 - d. 2017 Coastal Cleanup Update
- 8. Future Agenda Items/New Business**
- 9. Closing Comments**
- 10. Next Local Fund Advisory Meeting**

Date: TBD
Time: 5:00-6:30 pm
Location: TBD
- 11. Adjournment**