

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

October 17, 2017, Oceano Train Depot Museum

Board Members Present:

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

Others Present:

Stephanie Rowe, ONTB

Kaci Knighton, TJA Advertising

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

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:09 pm
2. **Public Comment(s):** None
3. **Consent Items:** The August 15, 2017 minutes were approved for review and approval. A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp. With no further discussion the August 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. Ragged Point and San Simeon had a large increase in website page views because they were the focus of the Rural Road Trip Campaign launched in September. Oceano/Nipomo will be the focus in April. There were over 44,000 video views due to the Rural Road Trip Campaign.
 - b. Reviewed the 2016-2017 TOT reports; TOT showed Oceano/Nipomo had a 1.9% decrease over last year.
 - c. The Highway 1 Discovery Route is #7 of 80 for Things to Do in SLO.
 - d. There is an increase in interest to our region from visitors planning wine region vacations due to the unfortunate fires in Northern California.
 - e. Cheryl confirmed that Oceano/Nipomo assessment collections were 3.63% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that August assessment collections totaled \$1,931.20. The available funds total \$34,220.36 and after anticipated applications and expenses are removed the funds total \$3,830.69.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: None
7. **Action/Discussion Items:**
 - a. **TJA Marketing Activity Report:** Kaci Knighton gave an update on the activity in the past month. Facebook fans currently at 11,482 with over 17,000 impressions. There were 22 total

video views which is not surprising because we are not running any ad campaigns. She showed the top 3 posts. Top referrals are Facebook and the E-newsletter. Our E-newsletter has 3,100 subscribers with a 17% open rate.

- a. **Discuss Plans for Facebook Ads:** Kaci Knighton noted that the Board had approved \$1,000 per month for ads that would run October through January for a total cost of \$4,000. She recommended two ad options: Lead Generation which builds the database and Web Traffic which is lodging focused. The Board discussed the best options and agreed to have Kaci place \$1,000 of each type of ad from mid-October thru mid-November for a total of \$2,000 and then to do the same from January 1-30, 2018 for a total of \$2,000. The Board asked that an update be placed on the January agenda to discuss potential additional ads at that time.
- b. **Update on County TOT Compliance and Airbnb:** Cheryl Cuming reviewed the County/Airbnb FAQ. She noted that there will be a meeting on October 18 with Visit SLO CAL to discuss vacation rental issues with Airbnb. The goal is to begin collaborating between the County and vacation rental owners.
- c. **2017 Coastal Cleanup Update:** Marna Lombardi noted that the annual Coastal Cleanup was held on Saturday, September 16. She co-lead the cleanup at Oso Flaco with volunteer groups from Trilogy and Hancock College. Unfortunately, the gate to the parking lot was locked so they were unable to park there. They were still able to have a successful day. Eco-SLO did a good job coordinating the days activities.

8. Future Agenda Items/New Business:

- a. Visit SLO CAL Vacation Rental Meeting Update
- b. Review Facebook Ad Progress and Potential Additional Ads
- c. Review Loop Map Re-Print Quotes

9. Closing Comment(s): None

10. Next Local Fund Advisory Committee Meeting. No meeting scheduled in November or December

Date: January 16, 2018
Time: 5:00 – 6:30 pm
Location: TBD

11. Adjournment: The meeting was adjourned at 6:02 pm