

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

January 16, 2018, Oceano Dunes Visitor Center, Guiton Hall

Board Members Present:

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

Absent: None

Others Present:

Stephanie Rowe, ONTB
Kaci Knighton, TJA Advertising

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 October 17, 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 October 17th minutes were approved by a unanimous voice vote of the local Advisory Board. Dena Bellman abstained as she was not in attendance at this meeting.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. TOT between September – November for Oceano/Nipomo had a 4.4% increase over last year. Edna Valley/AG Valley had a large TOT increase because they went from 11 vacation rentals to 51.
 - b. The first Coastal Discovery & Stewardship movie on Saturday had 300 people.
 - c. The County launched the Beautification and Infrastructure Grant (BIG) program and applications are due on March 15.
 - d. Marna Lombardi noted that the list of stewardship activities on the sheet Cheryl passed out did not include the Monarch Butterfly migration in Nipomo. Cheryl noted that it has been corrected on the Highway 1 Discovery Route website to include Nipomo and Cheryl will update the list next year.
 - e. The Rural Road Trip campaign will focus on Oceano/Nipomo for the month of April.
 - f. Cheryl confirmed that Oceano/Nipomo assessment collections were 2.74% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that November assessment collections totaled \$1,344.21. The available funds total \$30,087.88 and after anticipated applications and expenses are removed the funds total \$9,077.88.
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 11,677 with over 10,000 impressions. There were 80 total organic video views. She showed the top posts with the Dunes Center sphinx post getting a lot of engagement. Instagram has 117 followers with 785 engagements. The E-newsletter has 3,300 subscribers with a 14.7% open rate.
- b. **Review Progress of Facebook Ads and Potential Continuation of Ads:** Kaci Knighton reviewed the plan agreed to by the Board at the last meeting: Place ads which would focus on Lead Generation which builds the database and Web Traffic which is lodging focused. Place \$1,000 of each type of ad from mid-October thru mid-November for a cost of \$2,000 and then to do the same from January 1-30, 2018 for a cost of \$2,000 for grand total of \$4,000. Kaci noted that the reach of the ads was over 59,000 which garnered 254 emails leads added to the database. There were 1,647 URL clicks at \$.72 per click and 2,375 people taking action. She noted that Facebook has a new feature called a Relevance Score with 4-5 being bad and 7-8 being good. We had a score of 7-8. The Board discussed a giveaway package but decided to have Kaci focus on engaging people closer to visiting the area, perhaps booking a trip on Amtrak. Kaci suggested also targeting romance.
- c. **Update on SLO CAL Vacation Rental Meeting:** Cheryl Cuming gave an update on the October 18th meeting between SLO CAL and the County. Jim Erb from the County discussed how the relationship came about with Airbnb. Cheryl noted that the most important thing that has come from the relationship is compliance with vacation rental owners. There have been 500 vacation rentals who have complied so far. A total of \$7,000 has been collected but the trouble is knowing how much came from each region. They are also looking at the Inland Vacation Rental Ordinance which is different from the Coastal Vacation Rental Ordinance.

8. Future Agenda Items/New Business:

- a. Update from Stewardship Travel Program Liaison, Katie Sturtevant
- b. Update on Potential Race Events in 2018
- c. Review Loop Map Re-Print Quotes

9. Closing Comment(s): Dena Bellman noted that the gentleman who put on the Race of Gentlemen event want to potentially bring one or two race events in October or November 2018. They are working on the environmental study for SVRA.

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

Date: March 20, 2018
Time: 5:00 – 6:30 pm
Location: Oceano Dunes Visitor Center, Guiton Hall

11. Adjournment: The meeting was adjourned at 6:06 pm