

# 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](http://VisitOceanoNipomo.com)

May 15, 2018

5:00 – 6:30 pm

Oceano Dunes District Visitor Center, Guiton Hall

555 Pier Avenue, Oceano, CA 93445

(805) 773-7170

1. **Call to Order/Roll Call**
2. **Public Comment(s)** - (Please limit to 3 minutes)
3. **Consent Items** – None
4. **CBID Local Fund Update / Vacation Rental Activity 2015-2017 / Marketing Strategy Framework / 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. **Presentations** - (Please limit to 10 minutes): Jocelyn Brennan, Mid-State Fair Opportunity
8. **Action/Discussion Item**
  - a. Consideration of Mid-State Fair Opportunity
  - b. TJA Marketing Activity Report / Rural Road Trip Results / Consideration of TJA Contract Renewal Proposal
  - c. Fiscal Year 2018-2019 Budget Allocation Proposal
  - d. Update on CowParade Donation
  - e. Discuss Adding ADA Notice on Agendas
  - f. Update on Potential Race Events in 2018
  - g. Discuss whether to have July Meeting
9. **Future Agenda Items/New Business**
10. **Closing Comments**
11. **Next Local Fund Advisory Meeting**

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