

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

May 15, 2018, Oceano Dunes Visitor Center, Guiton Hall

Board Members Present:

Linda Austin, Oceano West, Inc.
Dena Bellman, State Parks-Oceano Dunes District
Marna Lombardi, Blacklake Vacation Rentals

Others Present:

Stephanie Rowe, ONTB Admin
Kaci Knighton, TJA Advertising
Jocelyn Brennan, Arroyo Grande & Grover
Beach Chamber of Commerce

Absent: Kevin Beauchamp, Kaleidoscope Inn (excused)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:04 pm
2. **Public Comment(s):** None
3. **Consent Items:** No minutes to approve from the March 20th meeting due to lack of quorum.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. TOT between January – March for Oceano/Nipomo had a 107.4% increase over last year. Probably due to late collections or perhaps a constituent paying for the year.
 - b. Reviewed the Vacation Rental Activity for 2015-2017. In 2015, Oceano had a total of 64 vacation rentals with 13 or 20.31% not renting; Nipomo had a total of 11 vacation rentals with 2 or 18.18% not renting. In 2016, Oceano had a total of 73 vacation rentals with 18 or 24.66% not renting; Nipomo had a total of 25 vacation rentals with 11 or 44% not renting. In 2017, Oceano had a total of 83 vacation rentals with 21 or 25.3% not renting; Nipomo had a total of 30 vacation rentals with 13 or 43.33% not renting. Cheryl noted that some owners register their vacation rentals so there can't be others near them; and some register to make their property more desirable when selling.
 - c. Confirmed that the TBID Ordinance was approved for the new year with zero protest votes received.
 - d. Reviewed the Strategic Marketing Framework one-pager. There are three marketing imperatives: Evolve Marketing Leadership, Pursue Excellence and Efficiencies, Increase Awareness and Consideration of Highway 1 and Ten Communities.
 - e. Cheryl confirmed that Oceano/Nipomo assessment collections were 3% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that March assessment collections totaled \$4,260.83. The available funds total \$28,873.42 and after anticipated applications and expenses are removed the funds total \$15,818.68.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: None

7. **Presentations: Jocelyn Brennan, Mid-State Fair Opportunity:** Jocelyn gave an overview of the inaugural Showcase of Cities. She noted that it is a good opportunity to market our area by incorporating theme elements in an 8 ft wide x 6 ft high x 2 ft deep window display at the Fair. The space is free, but it is estimated that the cost to build out the display is \$2,000-\$5,000. She noted that design concepts were due by June 1.

8. **Action/Discussion Items:**

a. **Consideration of Mid-State Fair Opportunity:** The Board discussed whether to move forward. Cheryl Cuming noted that the fair would last 2 weeks, estimated 400,000 attendees, with 83% under 12 years of age, and only 45% from out of the area. Marna Lombardi noted that it was a good opportunity for exposure to our area. Linda Austin noted that it was a good project opportunity since they didn't really have anything coming up. The Board then discussed concept ideas. Cheryl noted that there is a local artist who is interested in doing the display and that the success would be in who can implement the concept. Dena suggested blowing up the loop map and maybe hanging butterflies to tie both regions together. She noted that she could ask a State Park employee if there was interest in working on the display. Marna noted that the person that was selected to complete the project needed to be able to create, build, set-up and breakdown the display. Stephanie Rowe noted that she had talked with Kevin Beauchamp before the meeting when he called in sick. Kevin was not in favor of moving forward on the project. Dena noted that if Kevin was not in favor, and there was another potential big race event in November, perhaps they should hold off. Cheryl noted we needed to confirm participation to Stacie Jacobs by Friday, May 18. Cheryl asked if Stephanie had the time this week to help coordinate the project with Stacie Jacobs, the potential artists and the Board? Stephanie confirmed that she could. Cheryl noted that the CBID Board, nor any of the other H1DR local fund areas chose to participate because they did not feel it met their mission. Cheryl asked how this met the Board's mission of "Heads in Beds"? After much discussion, the Board decided to move forward on the project.

A motion was made by Marna Lombardi, and seconded by Linda Austin, to approve a not to exceed amount of \$2,000 to participate in the Mid-State Fair Showcase of Cities from July 18-29, 2018, contingent upon the ability to secure a contractor to create and build-out the window display. With no further discussion, the funding was approved by majority voice vote of the local Advisory Board. Dena Bellman abstained because one of her employees may be working on the display. Kevin Beauchamp was not in attendance to vote.

b. **TJA Marketing Activity Report / Rural Road Trip Results / Consideration of TJA Contract Renewal Proposal:** Kaci Knighton gave an update on the activity in the past month. Facebook fans currently at 11,689. There were 117 video views which was a 230% increase. Instagram has 143 followers with 496 engagements. The E-newsletter was sent to 3,188 subscribers with a 16.8% open rate.

The Rural Road Trip campaign in April for Oceano and Nipomo had the following results: video views - 26,723; Facebook clicks and impressions: 11,685 & 719,537; page views: 5,951 & 7,063; emails collected: 5,975.

Kacie gave an overview of the TJA Social Media contract renewal proposal. It is the same as last year which will include: monthly retainer for posting/content creation/curation, monitoring & engagement, and analytics and reporting. These activities will be billed at \$95/hour for 10 hours per month for a cost of \$950/month and total annual cost of \$11,400; Mailchimp e-mail creation and hosting for a cost of \$250/month for a total annual cost of \$3,000; and shoulder season advertising for a total cost of \$4,000. The Board will decide later when the ads will run. The grand total for all items is \$18,400. After Board discussion, they decided to move ahead with the proposal.

A motion was made by Marna Lombardi, and seconded by Linda Austin, to approve the TJA

Advertising Marketing Plan for the period of July 1, 2018-June 30, 2019 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. Kevin Beauchamp was not in attendance to vote.

- a. **Fiscal Year 2018-2019 Budget Allocation Proposal:** Stephanie Rowe reviewed the budget allocation proposal. She is proposing the same allocations as last year. The Board agreed to keep them the same.

A motion was made by Dena Bellman, and seconded by Linda Austin, to approve the Fiscal Year 2018-2019 budget allocations as proposed: 50% for Marketing, 20% for Events/Contingency, 20% for Administration and 10% for a Capital Fund. With no further discussion, the budget allocations were approved by unanimous voice vote of the local Advisory Board. Kevin Beauchamp was not in attendance to vote.

- b. **Update on CowParade Donation:** Dena Bellman confirmed that CCSPA had received the donation check. She noted that it will probably be used for interpretive panels.
- c. **Discuss Adding ADA Notice on Agenda:** Cheryl Cuming reviewed the ADA verbiage and noted that it would be a good idea to add it to future agendas. She confirmed that the CBID Board had added it. The Board agreed.
- d. **Update on Potential Race Events in 2018:** Dena Bellman noted that she is working with the organizer of the last Race of Gentlemen for a race event in November. The organizer would like to have a vintage airshow at the Oceano Airport and a vintage car race at the campgrounds. She is trying to coordinate a meeting with the County and other stakeholders to discuss whether they can have the event at the airport. Dena noted that the opportunity for overnight stays is very big. They are estimating thousands of attendees from around the world. At the last Race of Gentlemen, Pismo sold out every room. Cheryl Cuming will see if she can connect the County airport manager with Dena.
- e. **Discuss whether to have July Meeting:** The Board decided that they would need a meeting in July with the Mid-State Fair showcase at the end of July and the potential race event in November. The next meeting will be on Tuesday, July 24, 5:00-6:30pm.

9. Future Agenda Items/New Business:

- a. Update on Potential Race Event in Fall, 2018
- b. Update on Mid-State Fair *Showcase of Cities*

10. Closing Comment(s): Dena Bellman noted that she was appointed to sit on the Diablo Canyon Decommission Panel. Please let her know, if at any time, the Board would like an update as it may affect tourism. She also asked for the Board's thoughts about what it could be turned into to recoup from the negative economic impact.

11. Next Local Fund Advisory Committee Meeting:

Date: July 24, 2018
Time: 5:00 – 6:30 pm
Location: Oceano Dunes Visitor Center, Guiton Hall

12. Adjournment: The meeting was adjourned at 6:26 pm