

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

September 11, 2018, State Parks-Oceano Dunes District Office Conference Room

Board Members Present:

Dena Bellman, State Parks-Oceano Dunes District
Marna Lombardi, Blacklake Vacation Rentals
Kevin Beauchamp, Kaleidoscope Inn

Others Present:

Stephanie Rowe, ONTB Admin
Kaci Knighton, TJA Advertising (via Facetime)
Lucia Casalinoovo, Oceano Beach Community Association
Bonita Ernst, Oceano Beach Community Association

Absent: Linda Austin, Oceano West, Inc. (excused)

CBID (CAO): Cheryl Cuming unable to attend.

1. **Call to Order:** by Marna Lombardi at 4:19 pm
2. **Public Comment(s):** Bonita Ernst introduced herself as wearing three hats--a representative of the Oceano Beach Community Association, a local videographer who works for TJA and an Oceano Airbnb host. She noted that their organization is interested in projects that include: building murals, locations for public art and bike maps. She mentioned The Place, a new art co-op and that the Melodrama has a new building. She is also interested as an Airbnb host in a clean environment, customer satisfaction and no additional vacation rental regulations.

Lucia Casalinoovo introduced herself as the secretary of the Oceano Beach Community Association and an Oceano resident. She noted that she is concerned with making Oceano more beautiful to encourage people to come to the area and working to make a positive contribution. She would also like to close the beach to cars. She also wondered why the meeting was held at the State Parks conference room when they are the largest polluters in the county.
3. **Consent Items:** The May 15, 2018 minutes were approved for review and approval. A motion was made by Marna Lombardi and seconded by Dena Bellman. With no further discussion the May 15th minutes were approved by a unanimous voice vote of the local Advisory Board. Kevin Beauchamp abstained as he was not in attendance at this meeting.
4. **CBID and Financials Update:** Cheryl Cuming was expected to call in to give an update but was unable to due to her previous meeting going long.
 - a. Stephanie Rowe confirmed that Oceano/Nipomo assessment collections were 6.9% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that July assessment collections totaled \$7,372.90. The available funds total \$31,783.38 and after anticipated applications and expenses are removed the funds total (\$2,168.66).
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: Kevin noted that he would like to work on

reinvigorating the program. Dena Bellman noted that State Parks has been partnering with local groups to do beach cleanups year-round.

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 11,657. She noted that there was an increase last month, but this month saw a small decline. There were 432 engagements and 10,400 impressions. Instagram has 164 followers with 481 engagements which is high. The E-newsletter was sent to 8,258 subscribers with a 14.9% open rate. Kevin Beauchamp asked why Instagram has less followers than Facebook. Kaci noted that our contract with TJA is only for Facebook, but she recently started an Instagram account. She noted that she needs to constantly have new photos to post. The board agreed to provide photos to Stephanie Rowe to send to Kaci.
- b. **Debrief of Mid-State Fair Showcase of Cities Display:** Marna Lombardi congratulated the board for funding the showcase that went on to win the People's Choice Award. Stephanie Rowe noted that Rebekah Venturini, the artist who created the showcase, could not attend because she was out of town. But she will be invited to attend the next meeting. Stephanie noted that, per Rebekah, the display was not an intact piece because it had to be installed in four different phases. Then each piece had to be screwed into the window box. When it was being disassembled, some of the paper disintegrated, and the display is not in great shape. Marna Lombardi suggested making a large photograph of the display. This item will be placed on the next agenda to discuss potential options for the display.
- c. **Update on Potential Race Event in Fall, 2018:** Stephanie Rowe noted that she had gotten an update from Cheryl Cuming. Cheryl had noted that the event would not be happening in Oceano because they were unable to secure the Oceano Airport. Cheryl had been collaborating with the event organizers to potentially have the event at Hearst Castle.
- d. **Discuss California Coastal Cleanup:** Marna Lombardi reported that there are 28 volunteers from Trilogy and 10 student volunteers from Hancock College who will be coming out for Coastal Cleanup at Oso Flaco on September 15th. Dena Bellman noted that State Parks is engaging with Camp KEEP to do weekly beach cleanups.
- e. **Discuss Ideas for Facebook Posts:** Marna Lombardi noted that the board should be helping to suggest posting ideas. Stephanie Rowe noted that, based on Marna's suggestions, she is now on the mailing list to receive the monthly CCSPA event calendar and will forward to Kaci and Cheryl to post. The board agreed to send any ideas to Stephanie.
- f. **Discuss New Times Advertisements:** Marna Lombardi showed the ads in the back of the *New Times* and wondered why we weren't placing our own ad. Kevin Beauchamp noted that they are not necessarily ads, but different regions in SLO County that the publication has included.

8. Future Agenda Items/New Business:

- a. Discuss Options for Mid-State Fair Showcase of Cities Display
- b. Discuss Strategy to Reinvigorate Stewardship Travel Program
- c. Update on Coastal Cleanup Day
- d. Discuss strategy to get more photos to Kaci to post on Instagram

9. Closing Comment(s):

Stephanie Rowe passed out the newly printed loop maps. Lucia Casalnuovo asked if Halcyon could be listed

on the loop map. Marna Lombardi noted that we will have to wait for the next printing.

The Board discussed having the next meeting on November 13. Stephanie Rowe will check with the other members to see if they are available and send out a confirmation.

10. Next Local Fund Advisory Committee Meeting:

Date: TBD

Time: 5:00 – 6:30 pm

Location: TBD

11. Adjournment: The meeting was adjourned at 5:16 pm