

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

November 6, 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
Kevin Beauchamp, Kaleidoscope Inn

Others Present:

Rebekah Venturini, Showcase of Cities Artist
Lucia Casalnuovo, Oceano Beach Community Association
Rachelle Toti, Resident of Nipomo Mesa
Laila Kollmann, CBID Board
Stephanie Rowe, ONTB Admin

Absent: None

CBID (CAO): Cheryl Cuming unable to attend

1. **Call to Order:** by Chair Linda Austin at 5:05 pm
2. **Public Comment(s):** Lucia Casalnuovo, representing the Oceano Beach Community Association, noted that she is concerned that the Oceano/Nipomo Tourism Board is being manipulated by State Parks. She noted that the concern is not personal against Dena Bellman, but against State Parks who is not an asset and an awful neighbor. She noted that she has called the authorities hundreds of times on State Parks and they have done nothing to help with her issues. She asked when the board is open for other members and would like the Oceano Beach Community Association to be represented on the Board.
3. **Consent Items:** The September 11, 2018 minutes were approved for review and approval. A motion was made by Kevin Beauchamp and seconded by Marna Lombardi. With no further discussion the September 11th minutes were approved by a unanimous voice vote of the local Advisory Board. Linda Austin abstained as she was not in attendance at this meeting.
4. **CBID and Financials Update:** Stephanie Rowe reviewed some of the items from the Local Fund Update.
 - a. CBID is working on the TOT figures so they were not reported on the October and November/December updates.
 - b. Encouraged everyone to review the revamped Highway1DiscoveryRoute.com website
 - c. Reviewed the Beautification & Infrastructure Grant projects funded in 2017-2018
 - d. Confirmed that Oceano/Nipomo assessment collections were 5.13% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that September assessment collections totaled \$2,365.39. The available funds total \$36,725.82 and after anticipated applications and expenses are removed the funds total \$7,521.90.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: In Kaci’s absence, Stephanie Rowe reviewed the social media activity report. There are 11,660 Facebook fans; 127 video views; top referrals were Facebook.com and the e-mail newsletter. Reviewed the top posts. There are 176 Instagram followers with 245 engagements. Reviewed the top Instagram posts. The email newsletter was sent to 8,147 subscribers with an open rate of 14%.
 - b. Stewardship Traveler Program – Kevin Beauchamp: See discussion below.

7. Presentations

- a. **Follow-up from CAO Evaluation Process – Laila Kollmann:** Laila provided follow-up and feedback based on input submitted as part of the evaluation process. She is owner of the Shoreline Inn in Cayucos and was past chair of the CBID Board. She noted that the CBID has been around for 9 years and that some things have changed but one of the core aspects are the local fund areas (LFA). She thanked the volunteers who sit on the local fund boards. With the new BID Bunch, the CBID would like to partner more with the LFAs. The partnership with SLO CAL is new and evolving. Laila noted that Cheryl Cuming is the lead admin who reports to the CBID Board, but whose role is a conduit between CBID and all LFAs. The purpose of the CBID is to benefit lodging constituents. She encouraged everyone to review the Member Information page because it has a lot of good information. H1DR is now the #1 activity in San Luis Obispo on Trip Advisor; Farmers' Markets are #2. Sometimes the TOT numbers are 60 days late so reporting is behind. Cheryl is trying to have an annual local fund area board meeting.

8. Action/Discussion Items

- a. **Discuss Ideas for Showcase of Cities Display:** Linda Austin introduced Rebekah Venturini, the artist who created the art installation. The Board thanked her for her wonderful design that went on to win the People's Choice Award. Rebekah explained that the 6'x8' display had to be installed in phases through a 4'x4' square opening and was only created for that space. Additionally, the sun had faded the artwork. The Board discussed potentially making prints or posters of the design. Rebekah suggested that 16"x20" would be the best size for the design. She will send the file to Stephanie Rowe for Dena to potentially print. This item will be placed on the next agenda for discussion.
- b. **Update on Coastal Cleanup Day:** Marna Lombardi reported that the cleanup on September 15th at Oso Flaco was very successful. They had 28 volunteers from Trilogy and 10 student volunteers from Hancock College. Marna reported that the individual who lead the cleanup would like to take over as lead going forward. Lucia Casalnuovo noted that they had over 50 volunteers who cleaned up the levee. Dena Bellman noted that State Parks is engaging with Camp KEEP to do weekly beach cleanups.
- c. **Discuss How to Reinvigorate Stewardship Travel Program:** Kevin noted that he would like to work on reinvigorating the program. Stephanie Rowe noted that the annual Coastal Discovery & Stewardship Celebration will be in January and February and there are several stewardship activities in Oceano and Nipomo. Stephanie will check with Katie Sturtevant to make sure they are still active. Marna Lombardi reported that an article by Judy Richards in the Trilogy Magazine was about monarch butterfly stewardship.

9. Future Agenda Items/New Business:

- a. Discuss Options for Reproducing the Showcase of Cities Design
- b. Brainstorm Ideas for Stewardship Travel Program Activities

10. Closing Comment(s):

- a. Rachele Toti asked about the bike path as part of the Oceano Revitalization Plan.
- b. Lucia Casalnuovo noted that she would like to have a Dia de los Muertos event next year.

11. Next Local Fund Advisory Committee Meeting:

Date: January 15, 2019
Time: 5:00 – 6:30 pm
Location: TBD

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