

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.

www.VisitOceanoNipomo.com

Tuesday, March 19, 2019

5:00 – 6:30 pm

Oceano Train Depot Museum

1650 Front Street (Highway 1), Oceano, CA 93445

(805) 489-5446

- 1. Call to Order/Roll Call**
- 2. Public Comment(s)** - (Please limit to 3 minutes)
- 3. Consent Items** – Approve 1/15/19 meeting minutes
- 4. CBID Local Fund Updates with H1DR marketing roll-up for January / CBID Strategic Marketing Plan Mid-Year Progress report / CBID Organizational Structure / SF Gate Studio Story / Financials** - Cheryl Cuming
- 5. Budget Update** - Stephanie Rowe
- 6. Member Updates/Committee Reports**
 - a. Marketing - Linda Austin
 - b. Stewardship Travel Program – Kevin Beauchamp
- 7. Action/Discussion Item**
 - a. Review TJA Marketing Activity Report
 - b. Presentation of 2019 Mid-State Fair Showcase of Cities Display Proposal
 - c. Discuss Options for Reproducing the 2018 Showcase of Cities Display Design
 - d. Discuss support for Oceano Beach Year-round Beach Cleanups
 - e. State Parks Plan to Improve Oceano Dunes State Vehicular Recreation Area
 - f. Presentation of Oceano Train Depot Museum Video Proposal
- 8. Future Agenda Items/New Business**
 - a. Stewardship Travel Program Update, Katie Sturtevant (May)
 - b. Renewal of Administrator Services Contract (May)
- 9. Closing Comments**
- 10. Next Local Fund Advisory Meeting**

Date: May 21, 2019
Time: 5:00-6:30 pm
Location: TBD
- 11. Adjournment**

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator at least 48 hours in advance of the meeting.