

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes - Amended

January 15, 2019, Oceano Train Depot Museum

Board Members Present:

Linda Austin, Oceano West, Inc.
Marna Lombardi, Blacklake Vacation Rentals
Kevin Beauchamp, Kaleidoscope Inn

Others Present:

Rebekah Venturini, Oceano Beach Community Association
Lucia Casalnuovo, Oceano Beach Community Association
Danielle Bronson, State Parks-Oceano Dunes District
Stephanie Rowe, ONTB Admin

Absent: Dena Bellman, State Parks-Oceano Dunes District (resigned)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 4:05 pm
2. **Public Comment(s):** Lucia Casalnuovo, representing the Oceano Beach Community Association, thanked the Board for not meeting at a State Parks facility. She noted that she had received the list of past projects funded by the Board and Oceano is never mentioned or the projects did not occur in Oceano. She asked for a detailed list of projects and noted that she is concerned about the money spent on marketing, social media and administration. She also reiterated that State Parks should not be on the Board because they are the biggest polluters in the area. She recommended Rebekah Venturini, a resident of Oceano and local artist, to be on the Board.
3. **Consent Items:** The November 6, 2018 minutes were approved for review and approval. A motion was made by Marna Lombardi and seconded by Kevin Beauchamp. With no further discussion the November 6th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update from the past months and apologized for missing some meetings:
 - a. A new marketing campaign was launched featuring the “Highway 1 is Open” messaging, as well as the Coastal Discovery Celebration from January 12-February 28. Website traffic: Pages/sessions are up 11.2% year-over-year; email is 24.4% of traffic
 - b. Coastal Discovery Celebration fliers were distributed to all constituents featuring 33 events/activities during the 7-week celebration. Due to its popularity, the free DisneyNature film *Oceans* will be showing twice every Saturday at the Hearst Castle Theater.
 - c. The History & Heritage Trail was launched which features a collection of 21 landmarks and significant points along Highway 1. A new blog was written promoting the interactive page.
 - d. Reviewed the BID Bunch group of newly contracted experts.
 - e. Hilary Townsend, CBID’s new PR contractor, is going to a New York media reception and will be meeting with media from the 50 top targets. Hilary was able to get the Highway 1 Discovery Route featured in three full pages of the New York Times.
 - f. Reviewed the CBID 2018-2019 Marketing Plan which has a marketing budget of \$985,000 and three campaigns. CBID is marketing Highway 1 as an asset and it is now listed as the #1 attraction on Trip Advisor.
 - g. Reviewed the CBID 2018-2019 Media Plan. The goal is to target the people who are engaging with us.
 - h. Confirmed that Oceano/Nipomo assessment collections were 5.60% of total contributions.
5. **Budget Update:** The November financials have not been released by the County so last month’s budget that was

sent to the Board through email was reviewed. Stephanie Rowe confirmed that October assessment collections totaled \$3,106.04. The available funds total \$39,004.80 and after anticipated applications and expenses are removed the funds total \$10,038.94.

6. Member Updates/Committee Reports:

- a. Marketing – Linda Austin: Nothing to report
- b. Stewardship Traveler Program – Kevin Beauchamp: Kevin asked if Marna Lombardi could take the lead on the Stewardship Travel Program going forward as he is on three other boards. Cheryl Cuming noted that Katie Sturtevant will be presenting at the next meeting. Rebekah Venturini noted that they submitted a Beautification & Infrastructure grant to the County.

Stephanie Rowe showed the buckets and grabbers that the Avila local fund board funded for the Central Coast Aquarium. Lucia Casalnuovo noted that the Oceano Beach Community Association leads periodic beach cleanups throughout the year.

7. Presentations: None

8. Action/Discussion Items

- a. **Review TJA Marketing Activity Report and Ad Campaign:** In Kaci's absence, Stephanie Rowe reviewed the social media activity report: 11,659 Facebook fans; 60 video views; top referrals were Facebook.com, the e-mail newsletter and Yahoo.com. Reviewed the top Facebook posts. There are 187 Instagram followers with 431 engagements. Reviewed the top Instagram posts. The email newsletter was sent to 7,997 subscribers with an open rate of 11%. Stephanie reviewed the information from Kaci regarding the ad campaign. Kaci recommended boosted posts to promote the Coastal Discovery Celebration and upcoming Valentines/romance promotions. The two ad options would be on web traffic focused on lodging promotion and lead generation to build up email subscribers. Last year we did \$2,000 in the Fall and \$2,000 around this time of the year. Kaci recommended \$3,000 from February 1 - April 30 (\$1,000 per month).

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to approve \$3,000 from the current TJA budget for Facebook ads to run from February 1 - April 30, 2019. With no further discussion, the campaign was approved by a unanimous voice vote of the local Advisory Board.

- b. **Consideration of 2019 Mid-State Fair Showcase of Cities Participation:** Stephanie Rowe reviewed the information from the Mid-State Fair. They are giving first rights of refusal to returning participants. The fair will be held July 17-28, 2019 with the theme "Let's have S'more Fun!" and are encouraging participants to get creative with the camping theme. In order to reserve a space, a deposit of \$100 will need to be submitted. The deposit will also serve as the entry fee. Cheryl Cuming noted that we should stay away from a camping theme as CBID does not collect assessments from camping. Kevin Beauchamp would like to make sure that the display is designed to be more evergreen. Marna Lombardi asked if Rebekah Venturini could present a design proposal for the display at the next meeting.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to approve \$100 for the entry fee to participate in the Mid-State Fair Showcase of Cities from July 17-28, 2019. With no further discussion, the funding was approved by a unanimous voice vote of the local Advisory Board.

- c. **Discuss Options for Reproducing the 2018 Showcase of Cities Design:** Stephanie Rowe did not connect with Rebekah Venturini to obtain the design file. Rebekah had suggested that 16"x20" would be the best size to reproduce the design as a print or poster. Stephanie will connect with Rebekah and place this

item on the next agenda.

- a. **Review Board Resignation/Board Application/and Board Renewals:** Dena Bellman submitted her board seat resignation due to her transition to a job in another State Parks district. Danielle Bronson from the State Parks-Oceano Dunes District submitted her board seat application to replace Dena on the Board. Linda Austin and Kevin Beauchamp's board terms end on January 31, 2019 and both submitted letters of interest to continue on the Board.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to accept the resignation from Dena Bellman for her seat on Oceano/Nipomo Local Fund Advisory Board. With no further discussion, the resignation was accepted by unanimous voice vote of the local Advisory Board.

A motion was made by Marna Lombardi, and seconded by Linda Austin, to accept the application from Danielle Bronson, from the State Parks-Oceano Dunes District, for a seat on the Oceano/Nipomo Local Fund Advisory Board. After further discussion, with Kevin Beauchamp noting that he would like to find an additional Oceano lodging constituent to serve on the Board, the application was accepted by unanimous voice vote of the local Advisory Board.

The motion to accept the application from Danielle Bronson was opened for discussion. Marna Lombardi noted that she had worked with Danielle on the CowParade public art launch and that Danielle was great to work with. Lucia Casalnuovo noted that she would like to extend the time to find another board applicant because State Parks had been represented on the Board for 10 years. Kevin Beauchamp noted that he would like to extend the time to find another Oceano constituent to serve on the board. Cheryl Cuming noted that State Parks, as well as other local government agencies, has been a great partner in connecting assets with tourists. Linda Austin noted that State Parks has been an asset on the Board.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to accept the letter of interest submitted by Linda Austin to continue on the Oceano/Nipomo Local Fund Advisory Board for another term ending January 31, 2023. With no further discussion, the renewal letter was accepted by unanimous voice vote of the local Advisory Board.

A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to accept the letter of interest submitted by Kevin Beauchamp to continue on the Oceano/Nipomo Local Fund Advisory Board for another term ending January 31, 2023. With no further discussion, the renewal letter was accepted by unanimous voice vote of the local Advisory Board.

9. Future Agenda Items/New Business:

- a. Proposal from Rebekah Venturini for 2019 *Showcase of Cities* Display
- b. Discuss Options for Reproducing the 2018 *Showcase of Cities* Design

10. Closing Comment(s):

- a. Rebekah Venturini asked if she could apply to serve on the Oceano/Nipomo Board if she was the artist for the *Showcase of Cities* Display. Cheryl Cuming noted that it would be a conflict of interest. Rebekah asked that if her husband was the artist on the project, would it still be a conflict of interest to serve on the Board. Cheryl will check with the County.

11. Next Local Fund Advisory Committee Meeting:

Date: March 19, 2019
Time: 5:00 – 6:30 pm
Location: Oceano Train Depot Museum

12. Adjournment: The meeting was adjourned at 5:17 pm