

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

March 19, 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/Artist  
Lucia Casalnuovo, Oceano Beach Community Association  
Bonnie Ernst, Oceano Beach Community Association/Videographer  
Lisa Blume, Nipomo Property Management  
Clare Class, Nipomo Property Management  
Kacianne Cox, TJA Advertising  
Stephanie Rowe, ONTB Admin

**Absent:** Danielle Bronson, State Parks-Oceano  
Dunes District (Excused)

**CBID (CAO):** Cheryl Cuming

---

1. **Call to Order:** by Chair Linda Austin at 5:07 pm
2. **Public Comment(s):** None
3. **Consent Items:** The January 15, 2019 minutes were approved for review and approval. A motion was made by Kevin Beauchamp and seconded by Marna Lombardi, as amended. With no further discussion the January 15<sup>th</sup> minutes were approved, as amended, by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update from the past month:
  - a. **Website Traffic:** There were 49,000 website visitor sessions which is the most they ever gotten. This is attributed to the work of the new BID Bunch. They are doing search engine marketing which is making a big difference.
  - b. **Social Media & E-Blast:** There are over 90,000 Facebook fans and an additional 5,500 emails were added to the email subscriber list for a total of over 75,000 subscribers.
  - c. TOT is up 90% for the month which may be attributed to the timing of a payment.
  - d. Reviewed the Digital Marketing Roll-Up Report which included website analytics, paid media, social media and public relations.
  - e. Reviewed the Mid-Year Marketing Strategy Status which included the following objectives: Evolve Marketing Leadership with Local Fund Areas; Pursue Excellence and Efficiency of Owned Media; and Increase Consideration to Visit Highway 1, 10 Communities, Assets.
  - f. Reviewed the CBID Organization Structure which graphically showed the structure of the CBID Board, the BID Bunch and CBID Committees, and the Local Fund Boards.
  - g. Reviewed the recent SF Gate Studio Story about Oceano/Nipomo.
  - h. Confirmed that Oceano/Nipomo assessment collections were 5.71% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that January assessment collections including the collections from Airbnb totaled \$2,796.27. The available funds total \$52,697.96 and after anticipated applications and expenses are removed the funds total \$30,017.81.
6. **Member Updates/Committee Reports:**
  - a. Marketing – Linda Austin: None
  - b. Stewardship Traveler Program – Katie Sturtevant: Katie will be attending the next meeting to provide an update on the Stewardship Traveler Program.

## 7. Action/Discussion Items

- a. **Review TJA Marketing Activity Report:** Kacianne Cox gave an update on the social media activity in the past month. 11,649 Facebook fans; 1,200 video views with 4,242 engagements. Top referrals were Facebook.com and Google.com. Reviewed the top Facebook posts. There are 220 Instagram followers with 496 engagements which is a strong number. Kaci showed examples of the ads that ran for Valentine's Day which received 1,321 link clicks and the Coastal Discovery Celebration which received 1,802 link clicks. She is continuing to run ads through March and April. The email newsletter was sent to 7,911 subscribers with an open rate of 11%.
- b. **Presentation of 2019 Mid-State Fair Showcase of Cities Display Proposal:** Rebekah Venturini presented her design proposal for the window display. The theme they are proposing is "Starry Skies and Scary Stories" to go along with the Mid-State Fair theme, "Let's Have S'more Fun!". The display will combine some historical moments and folklore about Nipomo and Oceano, mixed with modern campers enjoying the landscape of our special dunes. Visitors will be encouraged to learn more about these stories by visiting the historical landmarks in Oceano and Nipomo. The Board and others provided their input for changes as well as the request to make it more evergreen which Rebekah will incorporate into the final design.

**A motion was made by Marna Lombardi, and seconded by Linda Austin, to approve \$2,500 for the construction and completion of the Showcase of Cities window display at the 2019 Mid-State Fair. 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:** Rebekah Venturini had suggested that 16"x20" would be the best size to reproduce the design as a print or poster. Marna Lombardi noted that there were printing services at Hancock College that could potentially print the posters. She will get a quote for the next meeting. Kevin Beauchamp asked that the Oceano/Nipomo logo be placed on the design. Stephanie Rowe will send the logo to Rebekah to update the design. **This item will be placed on the next agenda.**
- d. **Discuss support for Oceano Beach Year-round Beach Cleanups:** Marna Lombardi asked if the Board is interested in funding buckets and grabbers for beach cleanups. The Board agreed to have Marna conduct some research on the equipment and report back at the next meeting. **This item will be placed on the next agenda.**
- e. **State Parks Plan to Improve Oceano Dunes State Vehicular Recreation Area:** Kevin Beauchamp reported that State Parks is planning a lot of changes at the SVRA and they may impact Oceano and Nipomo tourism. Cheryl Cuming noted that a political stance is not in the purview of the local fund area boards.
- f. **Presentation of Oceano Train Depot Museum Video Proposal:** Bonnie Ernst presented her proposal for the creation of a documentary/promotional video for the Historic Oceano Train Depot Museum. Bonnie would like to create a 60-100 second natural sounding video using on-camera interviews with 2-3 museum members which will include pre-production location shoots, interviews, editing, encoding and music. Kevin Beauchamp asked if Josh from the BID Bunch would be able to create a similar video. Cheryl Cuming noted that Josh would not create videos with this type of specific content. Marna Lombardi suggested budgeting an amount in the future to create videos with specific content for both Oceano and Nipomo. Kevin would also like Bonnie to provide three different versions.

**A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve \$1,200 to create the Historic Oceano Train Depot Museum video. With no further discussion, the video was approved by a majority voice vote of the local Advisory Board. Linda Austin abstained due to her affiliation with the Oceano Train Depot Museum.**

## 8. Future Agenda Items/New Business:

- a. Discuss Funding for Beach Cleanup Equipment

- a. Discuss Quote for Printing the 2018 Showcase of Cities Design
- b. Discuss Directional Signage for Oceano and Nipomo

**9. Closing Comment(s):** None

**10. Next Local Fund Advisory Committee Meeting:**

Date: May 21, 2019  
Time: 5:00 – 6:30 pm  
Location: Oceano Train Depot Museum

**11. Adjournment:** The meeting was adjourned at 6:27 pm