

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

May 21, 2019, Oceano Train Depot Museum

**Board Members Present:**

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

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

**CBID (CAO):** Cheryl Cuming

**Others Present:**

Kacianne Cox, TJA Advertising (via Facetime)  
Clare Class, Nipomo Property Management  
Bonnie Ernst, Oceano Beach Community Association/  
Videographer

Allene Villa, Oceano Beach Community Association  
Katie Sturtevant, Stewardship Travel Program Liaison  
Stephanie Rowe, ONTB Admin

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1. **Call to Order:** by Chair Linda Austin at 5:12 pm
  2. **Public Comment(s):** None
  3. **Consent Items:** The March 19, 2019 minutes were approved for review and approval. A motion was made by Marna Lombardi and seconded by Kevin Beauchamp. With no further discussion the 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 month:
    - a. CBID Ordinance successfully approved for another year; only two protest votes received.
    - b. Website Traffic: 30,322 (978/day) visitor sessions. Oceano/Nipomo had 1,502 page views to their destination page and 92 to their lodging page.
    - c. TOT/Assessment: July 2018-January 2019 Oceano up 67% and Nipomo up 10%; vacation rentals up 41.9%; hotels/motels up 9.5%; B&B up 8%; home stay down 75%.
    - d. There is a new Specials Page on Highway1DiscoveryRoute.com so Board encouraged to send links.
    - e. Confirmed that Oceano/Nipomo assessment collections were 4.03% of total contributions.
  5. **Budget Update:** Stephanie Rowe confirmed that March assessment collections including the collections from Airbnb totaled \$2,988.08. The available funds total \$52,02.18 and after anticipated applications and expenses are removed the funds total \$30,969.51.
  6. **Member Updates/Committee Reports:**
    - a. Marketing – Linda Austin: None
    - b. Stewardship Traveler Program – Katie Sturtevant: Katie Sturtevant presented her quarterly update. She reiterated that the program is a marketing strategy. She passed around the new Wildlife Viewing Tips flyer which has the History & Heritage Trail on the backside and noted that all lodging properties should have received them. The Coastal Discovery Celebration did well for some lodging properties who promoted specials; there were 700 total who watched the Hearst Castle movie during the 6-week celebration. Katie reviewed the tips to increase marketing results by promoting the Stewardship Travel program. Hilary Townsend pitched the History & Heritage Trail and got three stories and the Whale Trail got coverage in Budget Travel. She reminded everyone to keep them updated on what's new in our area so Hilary can pitch to journalists.

## 7. Action/Discussion Items

- a. **Review TJA Marketing Activity Report/Review 2018-2019 TJA Marketing Recap/Review 2019-2020 TJA Contract Renewal Proposal:** Kaci Cox presented a recap from the past year: 11,685 Facebook fans; 419,500 impressions, 6,342 engagements and 7,480 clicks. Top referrals were Facebook.com, Google.com and the E-newsletter. Reviewed the top Facebook posts. Facebook demographics are 71% female and 29% male which is standard for Facebook with the majority of our audience between the ages of 45-54 and then 55-64. Kaci reviewed the Shoulder Season Advertising Campaigns, which ran from February through April: Valentine's Day received 81,065 impressions, 1,321 link clicks and 123 engagements; Coastal Discovery Celebration received 73,383 impressions, 1,801 link clicks and 496 engagements; Website traffic received 35,685 impressions, 700 link clicks and 71 engagements; Lead Generations received 31,889 impressions, 818 link clicks and 659 engagements and 423 leads. There are 281 Instagram followers for a gain of 120 or 74.5% increase. Our demographics for Instagram are different than Facebook with 41% male and 59% female and have a younger audience with the majority between ages 25-34 then 35-44. The E-newsletter has 8,600 subscribers with an open rate of 12-16%.

Kacie gave an overview of the TJA contract renewal proposal. It is the same as last year which will include: monthly retainer for posting/content creation/curation, monitoring & engagement, and analytics and reporting. These activities will be billed at \$95/hour for 10 hours per month for a cost of \$950/month and total annual cost of \$11,400; Mailchimp e-newsletter creation and hosting for a cost of \$250/month for a total annual cost of \$3,000 for a total annual investment of \$14,400. CrowdRiff, which is hosted by CBID, is a new user generated content tool that Kaci will be using for social media postings. The Board approved a marketing budget allocation of 50% or approximately \$40,000 of next year's budget. **The Board asked TJA to present ideas for additional shoulder season advertising at the next meeting.**

**A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve the TJA Advertising proposal as presented for the period of July 1, 2019-June 30, 2020 for a total investment of \$14,400. With no further discussion, the contract proposal was approved by a unanimous voice vote of the local Advisory Board. Danielle Bronson was not in attendance to vote.**

- b. **Review Fiscal Year 2019-2020 Budget Allocations:** Stephanie Rowe reviewed the budget allocation proposal. She is proposing the same allocations as last year. The Board agreed to keep them the same.

**A motion was made by Kevin Beauchamp, and seconded by Marna Lombardi, to approve the Fiscal Year 2019-2020 budget allocations as proposed: 50% for Marketing, 20% for Events/Contingency, 20% for Administration and 10% for a Capital Fund. With no further discussion, the budget allocations were approved by unanimous voice vote of the local Advisory Board. Danielle Bronson was not in attendance to vote.**

- c. **Discuss Quotes for the 2018 Showcase of Cities Design:** Stephanie Rowe reported that she had been working with Marna on the quote from the Hancock College Print Shop for 16x20 posters. The cost for 25 or 50 posters with the non-profit discount is \$2.65 each. Stephanie noted that she had called FedEx/Kinko's and they quoted \$14 per poster. Cheryl Cuming asked what the Board would be doing with the posters and how would they distribute. She recommended perhaps printing postcards and distributing them to lodging properties so visitors could send them when visiting. Stephanie will order 500 postcards.

- d. **Update on Oceano Beach Cleanup Supplies Fund Application:** Marna Lombardi reported that she is working with the Oceano Beach Community Association on the project and they will be

submitting a fund application for their beach cleanup program. **The fund application will be placed on the next agenda for Board consideration.**

- a. **Update on Oceano Train Depot Museum Videos:** The Board thanked Bonnie Ernst for the great video and noted that it has been receiving good engagement on Facebook. Bonnie noted that she has submitted a proposal to produce a video about the Dana Adobe. **The proposal will be placed on the next agenda for Board consideration.**
- b. **Review Board Seat Resignation/Review Board Seat Application:** Marna Lombardi submitted her board seat resignation because she is moving out of the area. Marna nominated Clare Class from Nipomo Property Management who submitted her board seat application to replace Marna on the Board.

**A motion was made by Kevin Beauchamp, and seconded by Linda Austin, to accept the resignation from Marna Lombardi for her seat on the 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 Kevin Beauchamp, to accept the application from Clare Class, from Nipomo Property Management, to replace Marna's seat on the Oceano/Nipomo Local Fund Advisory Board for the term ending January 31, 2021. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.**

- c. **Review Administrative Services Contract Renewal Proposal:** Stephanie Rowe reviewed her scope of services for renewal. The proposal is for a 2-year contract with the same rate and hours as the previous two-year contract.

**A motion was made by Marna Lombardi, and seconded by Kevin Beauchamp, to approve the administrative services contract renewal for Stephanie Rowe at the rate of \$30.00 per hour for a maximum of 23 hours per month for a total annual commitment of \$8,280 and a total 2-year commitment of \$16,560 effective July 1, 2019-June 30, 2021. With no further discussion, the contract renewal was approved by unanimous voice vote of the local Advisory Board. Danielle Bronson was not in attendance to vote.**

**8. Future Agenda Items/New Business:**

- a. Consideration of Oceano Beach Cleanup Supplies Fund Application
- b. Consideration of Dana Adobe Video Proposal
- c. Discuss Tourism Oriented Directional Signage for Oceano and Nipomo
- d. Review TJA Advertising Shoulder Season Campaign Ideas

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

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

Date: August 20, 2019  
Time: 5:00 – 6:30 pm  
Location: Oceano Train Depot Museum

**11. Adjournment:** The meeting was adjourned at 6:25 pm