

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

May 18, 2021, Video Conference due to COVID-19 Pandemic

Board Members Present:

Linda Austin, Oceano West, Inc.
Kevin Beauchamp, Kaleidoscope Inn
Danielle Bronson, State Parks-Oceano Dunes District
Clare Class, Nipomo Property Management

Others Present:

Stephanie Rowe, ONTB Admin
Claudia Torkelson, TJA Advertising
John Sorgenfrei, TJA Advertising
Ken Kelly, Coastal Vacation Rentals

Absent: None

CBID (CAO): Cheryl Cuming

1. **Call to Order/Roll Call:** by Board Chair Linda Austin at 5:32 pm
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Danielle Bronson and seconded by Clare Class to approve the March 16, 2021 minutes. With no further discussion, the minutes were approved by a voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update from the past month:
 - a. Web traffic: almost 70,000 sessions in April; 539% increase Y/Y; almost 55,000 users
 - b. Social media: 100,266 Facebook fans; 30,610 Instagram followers
 - c. All Agency/LFA meeting where LFA Imperatives were reviewed; continuing to invest in SEM program with Google Discovery Ads doing extremely well. Will continue to add photo and video assets for social media.
 - d. CBID Board approved marketing budget for new fiscal year; will be presenting new marketing plan to Board this month.
 - e. TOT March Y/Y: Oceano/Nipomo +17%; CBID +55%
 - f. Google My Business co-op program with SLO CAL has been a huge success. Encouraged business owners to claim their businesses or sites on Google to help increase searches.
 - g. Next CBID meeting on May 26th, local fund board members invited
 - h. New videos available around beaches and “Welcome you with open arms” campaign
 - i. Will be working on messaging for the opening of California on June 15
 - j. Great PR coverage in Forbes, Fodor’s and LA Times; have 13 journalists coming in next couple of months to visit.
 - k. Confirmed that Oceano/Nipomo assessment collections were 6.24% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that March assessment collections totaled \$4,209.22. The available funds total \$76,786.47 and after anticipated applications and expenses are removed the funds total \$31,559.
6. **Member Updates/Committee Reports:**
 - a. **Review TJA Monthly Activity Reports** – John Sorgenfrei introduced TJA’s new social media manager, Claudia Torkelson who started late last month. She attended Cal Poly so knows the

area and manages social media for Visit Calistoga and Visit St. Helena. See 2020-2021 Recap below for activity data.

7. Action/Discussion Items

- a. **Review Fiscal Year 2021-2022 Draft Budget and Allocations** – Stephanie Rowe reviewed the current budget, projected carry forward and proposed 2021-2022 budget and allocations. She suggested the following allocations: Keep Administration at 20%; increase Events/Contingency to 20% from 17%; decrease Marketing to 50% from 53%; keep Capital Fund at 10%. The Board agreed to the suggested allocations.

A motion was made by Danielle Bronson, and seconded by Linda Austin, to approve the Fiscal Year 2021-2022 projected budget and allocations as proposed. With no further discussion, the budget was approved by a unanimous voice vote of the local Advisory Board.

- b. **Review of TJA 2020-2021 Marketing Recap / Review of TJA 2021-2023 Contract Proposal:** Claudia Torkelson presented a recap from the past year: Messaging was changed due to COVID-19 to promote virtual video tours, videos of blissful moments, landscape images with less people, and “admire from afar” messages. Moving forward, social media messaging post COVID-19 will capitalize on the official reopening of California on June 15 and focus on road trips since people are not necessarily comfortable with air travel just yet. 11,669 Facebook fans, up 4%; 4,197,942 impressions, up 28%; 94,355 engagements, up 22%. 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 a leading force. Reviewed the top Facebook posts. There are 1,281 Instagram followers for 98% yearly growth. Our demographics for Instagram are different than Facebook with 36% male and 62% female and have a younger audience with the majority between ages 35-44 then 25-34. Reviewed the top Instagram posts. The E-newsletter has 9,723 subscribers with an open rate of 11-12%. There has been a loss of 100 subscribers over the past year.

John Sorgenfrei gave an overview of the TJA contract proposal. He is proposing a 2-year contract instead of one year. The overall goal is to attract users on social media to plan their next visit to Oceano/Nipomo. It is similar to last year’s which includes a monthly retainer for posting/content creation/curation, monitoring & engagement, and analytics & reporting but is proposing increasing the number of hours monthly to 14 from 10. These activities will be billed at \$95/hour for a total annual cost of \$15,960; Mailchimp e-newsletter creation and hosting for a cost of \$250/month for a total annual cost of \$3,000; social media advertising and influencer campaigns for a total annual cost of \$28,000. All segments of the proposal come to an annual total investment of \$46,960. Kevin Beauchamp noted that the e-newsletter is not that important and suggested not doing one every month. The Board agreed to do a quarterly e-newsletter instead which would decrease the annual total to \$1,000. The Board agreed that the remaining \$2,000 would be moved to the advertising and influencer budget for a total annual cost of \$30,000. The annual total investment would stay the same at \$46,960.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson, to approve the TJA contract proposal, with the change to a quarterly e-newsletter, for an annual investment of \$46,960 and a total 2-year investment of \$93,920 effective July 1, 2021-June 30, 2023. With no further discussion, the proposal was approved by unanimous voice vote of the local Advisory Board.

- c. **Review Administrative Services Contract Renewal Proposal:** Stephanie Rowe reviewed her proposal for renewal. The proposal is for a 2-year contract with the same rate and hours as the previous two-year contract. She noted that her previous contract incorrectly ended on May 31, 2021 instead of June 30, 2021 so the new contract would start on June 1, 2021 for a period of 25 months. Kevin Beauchamp noted that Stephanie has not received an increase in almost five years, so he recommended a 5% increase to \$31.50.

A motion was made by Kevin Beauchamp, and seconded by Danielle Bronson, to approve the administrative services contract renewal for Stephanie Rowe at the rate of \$31.50 per hour for a maximum of 23 hours per month for a total annual amount of \$9,418.50 for the first year and \$8,694 for the second year, for a total 25-month amount of \$18,112.50 effective June 1, 2021-June 30, 2023. With no further discussion, the contract renewal was approved by unanimous voice vote of the local Advisory Board.

- d. **Discuss Tourism Oriented Directional Signage for Oceano and Nipomo:** Linda Austin reported that she is waiting to hear back from Caltrans regarding an encroachment permit for a sign at Pier Avenue and Highway 1.
- e. **Discuss Whether to Meet in July:** The Board decided not to meet in July due to the busy summer season. The next meeting will be on Tuesday, August 18th, 5:15-6:45 pm.

8. Future Agenda Items/New Business:

- a. Discuss Tourism Oriented Directional Signage for Oceano and Nipomo

9. Closing Comment(s): None

10. Next Local Fund Advisory Committee Meeting:

Date: August 18, 2021
Time: 5:15 – 6:45 pm
Location: TBD

11. Adjournment: The meeting was adjourned at 6:26 pm