

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

October 19, 2021
Video Conference due to COVID-19 Pandemic

Board Members Present:

Linda Austin, Oceano West, Inc.
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

Absent: Kevin Beauchamp, Kaleidoscope Inn (excused)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Board Chair Linda Austin at 5:28 pm; roll call by Stephanie Rowe.
2. **Public Comment(s):** None
3. **Consent Items:** A motion was made by Danielle Bronson and seconded by Clare Class to approve the May 18, 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. Hidden Secrets campaign launched in mid-September and doing very well. Created a Hidden Secrets map that was distributed along with the Coastal Hiking Trails map to all constituents. Hidden Secrets Toolkit available to all constituents also.
 - b. Have collected 4,000 new email addresses from the Hidden Secrets map in just over 3 weeks.
 - c. Website traffic up - users 69,500/+103% Y/Y; sessions 84,00/+106% Y/Y
 - d. Social media: Just broke over 100,000 Facebook fans and 33,000 Instagram followers
 - e. TOT/Assessment comparing 2019/2020/2021: Oceano/Nipomo up Y/Y - \$43,800 for Aug 2019; \$81,400 for Aug 2020; \$120,300 for Aug 2021.
 - f. Google Maps Lists have helped drive better ranking and traffic through Google. Lists available on Member page.
 - g. Next CBID meeting on October 27th, local fund board members invited
 - h. Our Stewardship Travel for Good program was recently recognized by the Monterey Bay National Marine Sanctuary with their annual Business and Tourism Sea Star Award.
 - i. Confirmed that Oceano/Nipomo assessment collections were 6.11% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that August assessment collections totaled \$12,960. The available funds total \$104,829 and after anticipated applications and expenses are removed the funds total \$16,335.

6. Member Updates/Committee Reports:

- a. **Review TJA Monthly Activity Reports** – Claudia Torkelson gave an update on the social media activity in the past month. No ad campaign was running so the numbers for September were good given that they were organic. The Hidden Secrets campaign is doing well. 11,649 Facebook fans; 325 engagements; 9,123 impressions. She showed the top Facebook and Instagram posts based on lifetime engagements. We have 1,378 Instagram followers and had 697 engagements and 8,820 impressions. The next e-newsletter will be sent in November.

7. Action/Discussion Items

- a. **Review Proposal for Co-op Opportunities with CBID** – Cheryl Cuming gave an overview of how the program came about. John Sorgenfrei reviewed the various opportunities: Search Engine Marketing Co-op: December 2021 – March 2022 (4 months), \$500/month, \$2,000 total; LFA Tiered Packages: February 2022, \$3,000 total; Total Co-op spend for Oceano/Nipomo = \$5,000. John noted that this program was a good way to ride on CBID’s coat tails. Danielle Bronson noted that the SEM program was a good “bang for the buck” to be able to take advantage of the work CBID has done and come up on the first page. The Board agreed to move forward with the program which will be paid out of the current marketing budget.
- b. **Update on Tourism Oriented Directional Signage in Oceano:** Linda Austin reported that the original plan was to put signs on the corners of Pier and Grand Avenues. She is part of a new organization that would like to place tourism oriented signs on the side of Old Juan’s Cantina and another at Triangle Park. They are also looking at replacing the current sign welcoming people to Oceano. Cheryl suggested that the organization submit an Infrastructure & Beautification Application with all the costs associated with the signage. Stephanie Rowe will send the application to Linda.

8. Future Agenda Items/New Business:

- a. Review Infrastructure & Beautification Application for Oceano Tourism Oriented Signage

9. Closing Comment(s): None

10. Next Local Fund Advisory Committee Meeting:

Date: January 18, 2022
Time: 5:15 – 6:45 pm
Location: Zoom

11. Adjournment: The meeting was adjourned at 5:54 pm