

*Draft Until Approved*  
**Oceano and Nipomo Local Fund Advisory Board  
Special Meeting Minutes**

May 19, 2026

Public meeting location at Oceano Dunes Visitor Center

**Board Members Present:**

Linda Austin, Oceano West, Inc. (Chair)  
Roger Jacobs, State Parks (Vice Chair)  
Mauri Tambora, VR owner

**Others Present:**

Claudia Torkelson, TJA (via Zoom)  
Danielle Carpenter, ONTB Admin  
Christine Rizzo, Assist to Admin  
Cheryl Cuming, CBID, H1TA  
Kayla Stearns, Dune Surfer Inn  
Shannon Marang, Arthritis Foundation  
(via Zoom)

**Board Members Absent:** None

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**1. Call to Order:** Linda Call to order at 5:04 pm.

Roll call (see above).

**2. Public Comment(s):** None

**3. Presentation:**

- a. Arthritis Foundation Bike Ride. Shannon is here via Zoom to present an application for \$2500 towards their annual fundraiser bike ride. The Bike event is celebrating its 25<sup>th</sup> anniversary. The bike ride starts in San Francisco and ends in Los Angeles. It raises awareness that arthritis affects 1 in 4 people. Oceano is one of the overnight stops on the route for the bicyclists. They have been reaching out to hotels in the area; 100 rooms have been booked, and this event will bring attention to Oceano community. The ride starts on September 26 in San Francisco, the overnight stay in Oceano is September 30 and concludes in Los Angeles on October 3. Board will discuss and vote.

**4. Consent Items:** Roger motions to approve minutes from March 16, 2026, meeting. Mauri 2<sup>nd</sup>, all in favor.  
MINUTES APPROVED.

**5. CBID/H1TA Update: Cheryl**

- a) Local Fund Update: May update Marketing has been down but not a concern because year over year we have tracked up. On the upside TOT as a whole is up over last year. With Highway 1 reopening San Simeon was up 26.5% this quarter. Earlier this year were tracking 4% down, but now they are projecting to be up 5% because of the Highway 1 reopening. At the BOS meeting today the renewal of the 89 District had 1 0.315% protest and 5 to 0 vote to renew, so the district was renewed. On the path to forming a 94 district, the BOS requested additional insights on the MDP, thus, the petition drive that was to start tomorrow, was put on hold. Once the H1TA board meets again in June, next steps and timing will be provided. A Code of Conduct has been adopted by the H1TA BoD to provide a tool for the LFAs. It will promote civil discourse, ensure productive meetings and protect the integrity of the mission of the district. The year-end report has been published and is available on the member website.
- b) Music Road Trip App; Claudia will present with the Marketing update, Item 7.

6. **Budget: Danielle;** the budget is updated through March; we are up to 6.21% for TOT. To date \$68 + K has been collected and \$90 + K has been spent. There was an overage that we are aware of, so we spent some of the carryforward. Total funds available is \$83 + K. April numbers were not included in this report, but they do show they are up overall for all groups by 15% year over year.
7. **Member updates/Marketing Report:** Claudia for April, FB has 14,270 followers (+173), 2,661 engagements, 769,405 impressions. FB top story was even gray days are great. INSTAGRAM had 15,232(+321) followers, 101,698 impressions and 3,835 engagements. Top stories #1 Jocko's Restaurant in Nipomo. #2 the natural beauty of the area #3 A gray day at the beach. Social Media ad reached 484,140, impressions 848,970, cost per 1,000 people was \$3.51. March Eblast featured all things spring. Spring events included Seabreeze Market, Restaurants, hikes and woman owned business. Initially the open rate was 17% but after retargeting those who didn't open open rate changed to 32%. Claudia presented The Music Road Trip App, where you can find live music, restaurants and hotels in the area you are visiting nationwide. The developers are inviting tourism boards to buy in for \$2,000 each on the app. The app has only been launched for 4 months and already has 60,000 users. A key chain with the QR code to download the app was passed around.
8. **Action Items:**
  - a. **Discuss and vote on board membership for Kayla Stearns.** Kayla is the owner of the Dune Surfer Inn and would like to join the board. She has experience on Pismo Beach Hospitality Board and is familiar how when traveling boards are effective. She is excited to be a member. VOTE: Roger motions to approve Kayla's application. Linda 2<sup>nd</sup>, all in favor **MOTION PASSED**
  - b. **Discuss and vote on TJA Marketing proposal.** Approval is required for the 26-27 marketing contract. First off Claudia is thankful to be working with the board for 5 years now and look forward to working with them in the future. In the new contract the goals and strategies remain the same. A copy of the detailed contract is provided to the board. The contract total amount \$59,960. Board discussed if we could have other marketing firms to review. Clarification on what TJA provides was detailed and board requests if they can showcase more businesses in future posts. TJA is agreeable and will work on that. Board is happy with TJA as a whole but may want to explore other options. VOTE: Roger Motions to accept the TJA contract for 26/27 amount of \$59,960, noting that as a board member he wants to ensure continuity of social media interactions and the marketing efforts that happen now, but acknowledges that there is room for improvement. Linda 2nds, Mauri opposed; two in favor, one opposed. TJA contract 26/27 **MOTION PASSED**
  - c. **Discuss and vote participating in the Music Road Trip App.** Board discussed the app and its unique appeal to travelers and can promote overnight stays in the area. The ask is \$2000 for the buy in and in next year budget shows there is money for it. VOTE: Roger motions to approve a one-time buy in of \$2000, Mauri 2nds; All in favor, **MOTION PASSED**.
  - d. **Discuss and vote on 26/27 budget.** Danielle: The projected income for next year is \$88,622. Assuming we bring in as much money as last year we project a flat budget. She explains where the money has been allocated for the year, including a 10% for capital reserve for future large projects. Budget shows we will be spending more than we bring in. With money set aside for events and beautification it is likely we won't spend everything that has been allocated. There was a discussion of what the LFA imperatives do and how the CBID matches our contribution to do more social advertising for the LFAs. They show to be very effective. The board also discussed they need to spread the word to organizers to come apply for grants for events and beautification projects in the future. VOTE: Roger motions to approve the budget effective July 1 2026 through June 30 2026 in the amount of \$120,476.24, Linda 2nds, all in favor. **MOTION TO APPROVE BUDGET FOR 26/27 PASSED**.
  - e. **Discuss and vote increased amount for VACO banner project.** Board previous approved \$1100 for the banner project. VACO is requesting and additional \$500. Cost have gone up since the first grant. VOTE: Roger motions to approve the additional \$500, Mauri 2nds, Linda abstains. All in favor, **MOTION PASSED**

f. **Discuss and vote on Arthritis Foundation application.** The board is excited to host the bike ride in Oceano as one of the overnight stays on the ride. VOTE: Linda motions to approve \$2500 to the Arthritis Foundation, Mauri 2<sup>nd</sup>, Roger abstains. All in favor. **MOTION PASSED**

9. **Future Agenda Items:** ECOSLO Projects for tree planting and clean ups for July meeting.

10. **Closing statements:** none

11. **Next Local Fund Advisory Board Meeting:**

Date: July 21, 2026  
Time: 5:00 – 6:15 pm  
Location: Oceano Dunes Visitor Center

12. **Adjournment:** 6:41 pm