

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

July 21, 2026

Public meeting location at:

Oceano Community Services District 1655 Front St. Oceano, CA 93445

Board Members Present:

Linda Austin, Oceano West, Inc. (Chair)
Mauri Tambora, VR owner
Kayla Stearns, Dune Surfer Inn

Others Present:

Claudia Torkelson, TJA (via Zoom)
Danielle Carpenter, ONTB Admin
Christine Rizzo, Assist to Admin
Cheryl Cuming, CBID, H1TA
Jim Corridan, Dana Adobe Nipomo Amigos
Betsy Corridan, Dana Adobe Nipomo Amigos

Board Members Absent: Roger Jacobs (excused)

1. Call to Order: Linda Call to order at 5:05 pm.

Roll call (see above).

2. Public Comment(s): None

3. Presentation:

- a. Dana Adobe Funding Application: Presented by Jim Corridan, Dana Adobe Nipomo Amigos, President. The project presented is the Nipomo Tourism and Visitor Center to be in the original St. Joseph's church located in old Nipomo. Intended use of the church is 1) a local museum 2) venue for events 3) community meeting space 4) tourism and visitors center. The application is for \$12,000 in a total budget of \$30,000. This project will help showcase Nipomo as the gateway to San Luis south county. Funds will be used for initial marketing and start-up funds, such as website, signage, exhibit displays and educational material. The timeline for the project starts in August 2026 and completion June 30, 2027.

4. Consent Items: Approval of 5/19/2016 Minutes and May financials. Linda Motions to approve both May minutes and May Financials. Mauri 2nds. All In favor. MINUTES AND FINANCIALS APPROVED

5. CBID/H1TA Update: Cheryl a. Local Fund Update: July 2026 (she will provide the fiscal year end June 2026 numbers at next meeting.) ONTB has collected more than last year in June, around \$25K. LFA funding has provided approved beautification projects and events, including the new Avila Beach Bronze turtle statue and the Migrant Mother plaque in Nipomo and helps extend the farmers market in Avila to October. Cheryl presented a graph showing TOT growth at historic high in 2019 at \$10M, dipped to \$9M due to COVID, peaking at \$14.3M just before the 3-year closure of Highway 1. Since the reopening of the highway TOT is growing; expecting to surpass 2022 high of \$14.3M. Media coverage has been great with the world cup being held in LA and SF. The reopening even was covered on Good Morning America. A break down was provided with each LFA and all the projects they completed and monies spent. Next BOS meeting is next week July 28 at Cambria Pine Lodge. Everyone is welcome to attend.

6. **Budget: Danielle** In July, ONTB brought in 6.59% of BID assessment collections, exceeding last year's amount. Even with last year's overage, the year ended well. The new fiscal year is starting on track and looks promising.
7. **Member update/Marketing Report:** Claudia TJA, June Facebook is up to 14K followers (+282). Top post was Fin's Seafood, a carousel of Rancho Nipomo and carousel of Dana Adobe with information for their upcoming events. Instagram followers are up 15K (+106). Top posts; National pollinator Week collab with Central Coast State Parks, World Ocean Day carousel and Fin's Seafood reel. In a graph it shows a spike in views in response to a collab post with Visit SLOCAL. Included was a graph on story performing. They have been showcasing local businesses and provided a list of all the businesses that were featured. LFA imperative Jan – April show CPC of \$.08 and CPE \$.01. Email blast open rate 26% featured all the local events, live music. TJA has hired local content creators SLOCOASTPIX (Caron and Kelty) the cost is \$500 quarterly. This was already in the approved budget. They will provide local content and we will own the assets. This will be a great step forward. SLOCAL magazine is up for renewal. Last year we had a ½ page. Discussed if ONTB wants to another ½ page. One request is if the ONTB ad be on the top of the page and picture from the POV from the ocean looking at the dunes.
8. **Action/Discussion Item: Action Item:**
 - a. **Discuss and vote on SLOCAL Magazine ad.** The board discussed the ad. Would like a photo of the POV from the ocean to the dunes, possibly a drone shot. The ad also to be at the top of the page. Mauri MOTIONS to approve \$2333 for the ad, Linda 2nds, all in favor. Passed
CORRECTION: The actual price is \$2592 for the ad.
Mauri motions to negate and replace prior motion. Mauri MOTIONS to approve the SLOCAL half page ad with a budget no more than \$3000, Linda 2nds, All in favor. MOTION PASSED
 - b. **Discuss and vote on Dana Adobe Funding Application** for Nipomo Tourism and Visitor Center. The board discuss the possible use of the church for a visitor center and use to boost tourism. The church is a great location, and Nipomo has great things happening to attract visitors. The building has had essential structural improvements by the previous owners. There will be signs from the 101-highway directing tourist to Nipomo downtown. Linda MOTIONS to approve \$12,000 for the Nipomo Tourism and Visitor Center, Mauri 2nds, all in favor. MOTION PASSED
9. **Future Agenda Items:**
 - a. **ECOSLO Cleanups**
 - b. **POI Map**
10. **Next Local Fund Advisory Board Meeting:**

Date: Sept 15, 2026
Time: 5:00 – 6:15 pm
Location: Oceano Dunes Visitor Center
11. **Adjournment:** 6:07 pm