



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Special Board Meeting Minutes**  
**Zoom Video Meeting**  
October 13, 2021

**1. Call to Order**

The meeting was called to order by Board Chair Greg Pacheco at 1:08 p.m.

**Members Present**

Greg Pacheco  
George Marschall  
Jim Bahringer  
Karen Cartwright

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Lorienne Schwenk, Cambria Chamber  
Mel McCullough, Cambria Chamber  
Jill Jackson, CTB MA

Absent: Amber Martin - Work

**2. Consent Agenda Items**

Board Meeting Minutes – September 14, 2021

**George Marschall moved, and Karen Cartwright seconded to approve the meeting minutes of September 14, 2021, as presented. Motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 Cambria Christmas Market Shuttles Funding Application**

Greg explained that an application for the Christmas Market Shuttle was submitted by the Chamber of Commerce. He asked George to go ahead and give the board a rundown. George said, the chamber is requesting \$44,990 for a shuttle to run up Moonstone Beach Drive on the 23 nights of the Christmas Market this year, which is approximately November 26 through December 23<sup>rd</sup>. It is less money than was requested in 2019. The Follow Up Report for the prior funding, although late, is included. George asked Lorienne if she wanted to share any details about the application. Lorienne said, I just really hope that we can have the shuttle for all of the people staying along Moonstone Beach Drive. There is going to be a lot of visitors who come expecting to go to the Christmas Market, I know that from when I worked the front desk, and I know that from the calls I am getting already. Not everybody gets to stay at the Lodge and not everybody gets to stay at the Sea Otter, so for the other twenty hotels and some of the vacation rentals, this is such an important service. It was a terrific success in 2019, and I hope the CTB is able to fund it, so we can do it again. George confirmed that it was more cost effective to have a smaller shuttle running more often. The set times were problematic. George said that the market closes at 9:00 p.m. and no more shuttles come up after 8:30, it does not leave enough time for people. That is what we did in 2019.

Jessica Blanchfield asked, is there opportunity to promote Visit Cambria through the thank you message or the receipt that goes out to people that buy tickets online? George said he would ask Mike that. She continued, there could be something at the hotels that mention Visit Cambria with the information about the shuttle. Jessica said, I am just thinking, if the board is going to support it, then is there anything that can be recouped out of this? She suggested that with all of the online purchases, along with the thank you or receipt some sort of link back to Visit Cambria. She suggested that they could develop an “enter to win” or something like that, to make it fun. Greg confirmed that hotels definitely have capacity during the dates of the Christmas Market. Lorraine said that she could contact vacation rentals to make them aware of the shuttles, so that they benefit as well. Cheryl explained to George that typically to collect and share emails, what we have done is include language that explains where your email is going to be shared to reflect both the Cambria Christmas Market organization and the Cambria Tourism Board, and just export the list. It is typically pretty easy. George confirmed that attendance could be 69,000 people. Cheryl said that she liked Jessica's idea, actually QR codes are much easier for people to use now. You could put something in the shuttle buses that people scan and do an enter to win, potentially 70,000 attendees from which to get information. Jessica agreed, maybe they download the app, then they get the benefit of that, and then from the app they click on something super easy right there. Jill confirmed that \$13,130 remains available in Event Committee budget funds and the contingency fund balance is currently \$121,627.

**Jim Bahringer moved, and Karen Cartwright seconded to approve funding the application for the Cambria Christmas Market Shuttles in the amount of \$44,990 from contingency budget funds. Motion carried 3 in favor, 1 abstention: George Marshall abstained because of his employment with Sea Otter Inn.**

Cheryl advised the Chamber that funding would take some time to be approved. It may need to go before the Board of Supervisors, I will check. Payment may be due on the shuttle before you receive a check from the county.

Jim asked George if the permit had been obtained. George said that they still have some hoops to jump through, and then there is the appeals process. Jim said the funding should be contingent upon permit approval to ensure we are not sending the check and then the market gets cancelled. Jim said that since there was already a vote on the last one, he will make a new motion.

**Jim Bahringer moved, and Karen Cartwright seconded to make release of shuttle funding that was approved in the prior motion, contingent upon permit approval by the County Board of Supervisors for the Christmas Market. Motion carried 3 in favor, 1 abstention: George Marshall abstained because of employment with Sea Otter Inn.**

### **3.2 Visit SLO CAL Mural Trail**

Greg said, next on the agenda is the Visit SLO Mural Trail. He asked Jim, do you have the information on that? Jill said she forwarded an email about it. Cheryl said that it is a county wide trail and Visit SLO has identified Cambria as a location that may benefit from being included. It sounds like maybe they are offering funds for it. The CTB could consider funding through a Beautification and Infrastructure grant. You could work with an organization like Beautify Cambria. Jim agreed, he asked that Jill send the information to Beautify and follow up with him. We definitely want to be a stop on the trail. Board members will consider a possible location for the mural.

## **4. Information Items/Presentations**

### **4.1 Marketing Committee Report**

Jessica Blanchfield gave the monthly presentation to the board. She began, so a few things are happening, we have officially purchased the Visit Cambria domain. We were able to negotiate the cost down almost \$1,000 to \$5,000. Now we are working through strategy for increasing search authority, and how that is going to affect our current domain authority. We will report back with that information, but the transaction is complete. Karen and her property have installed a Live Cam, so we are in the process of adding that on the website. Virtual Eroica is underway and Amedeo created custom t-shirts and towels for us. Once they complete the ride they head over to the Chamber, where Lorieanne has agreed to hand out the shirts and towels. Amedeo has also supplied wine that Aaron will take to the Chamber. Jessica explained that her team was in Cambria a couple of weeks ago and visited 18 properties. They took a lot of photos and videos, and are going to be clustering various lodging properties into categories. We are going to be promoting with photos, videos, stories, reels, and that sort of thing. To promote the uniqueness of Cambria's lodging properties. That will be launching, and the new Cambria Tick Tock account is active, for you to check out. There were no questions.

### **4.2 CBID Update**

*Local Update – October 2021*

The report was provided to the board but not discussed at the meeting.

### **4.3 CBID Presentation**

CBID CAO Cheryl Cuming confirmed that she had an update but will keep it brief as well. She said, one thing I wanted to make you aware of and I shared with the marketing committee is the Apple Farm retail store is turning into an agricultural visitor center. It will be opening in the next couple of weeks. I am working with Lynette, the Farmstead Ed gal who created the county farm trail. Jessica and I will be working together to ensure that we have some locations on that trail in the future. A fun "Farmers of the Sea" to include Oysters, salt, body products. There will be a full not only wine tasting facility, but you can also purchase other alcohol or spirits as well. It looks beautiful and will be a really neat attraction. A few highlights from the Local Summary, Cambria reported a half million in TOT. August was better than 2019 or 20. July was even better than that. We were honored recently through the Monterey Bay National Aquarium Foundation and got a Sea Star award for the Travel for Good program, based on our work on the whale trail, the sea life and tide pools video, and the support that we provide for the central coast every summer. Great initial results for a Hidden Secrets campaign. I encourage you at the property level to take advantage of that. You have created a nice, robust list of hidden secrets for Cambria. We have had 4,000 downloads of the map in the first three weeks. We receive their email address. It looks like this campaign is going to perform well. One last thing, I appreciate you asking the question about event cancellation. The county did revisit it and although they said that it is in the current agreement, County Council did recommend adding an express provision to the agreement that basically states if the event or project is cancelled the applicant shall return the grant funds to the county within 14 days of the cancellation.

#### **4.4 Cambria Chamber of Commerce Update**

Lorienne Schwenk shared that at 2:30 it will be her first chance to do a ribbon cutting. Grace and Raven is a new gallery and shop in the West Village. She said they have decided to move forward with hospitality day which will be on the one Monday without the Christmas Market, so the parking is not an issue. The Chamber discussed having it from one to eight, or just all day long and decided to leave it up to the vendor to decide terms and what kind of activities. She said, we are going to be starting to reach out to people about that and get them signed up.

#### **4.5 Budget Reports**

*Month Ended August 31, 2021:*

*Revenue and Expenses*

*Marketing Budget Expenditures*

*Grant Funding Detail*

The budget reports were provided to the board but not discussed at the meeting.

#### **4.6 Committee Meeting Minutes**

*Event and Outreach Committees Meeting Minutes – September 14, 2021*

*Marketing Committee Meeting Minutes – September 14, 2021*

The minutes were provided to the board but not discussed at the meeting.

#### **5. Public Comment**

Time was offered, but no one had comment.

#### **6. Future Agenda Items/New Business**

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 1:53 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant