



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Zoom Video Meeting
February 8, 2022

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:03 p.m.

Members Present

Greg Pacheco
George Marschall
Jim Bahringer
Karen Cartwright

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Kristin Howland, CCSPA
Lorienne Schwenk, Cambria Chamber
David Sassaman, Cambria Lawn Bowl Club
Paula Ufferheide, Scarecrow Fest
Linda Finley, Retired CTB Member
Juli Amodei, Skate Cambria
Harry Farmer, CCSD
Karen Dean, CCSD
Chelsie Foster, Zing Media
Jill Jackson, CTB MA

Absent: Amber Martin

2. Consent Agenda Items

Board Meeting Minutes – January 11, 2022

George Marschall moved, and Jim Bahringer seconded to approve the meeting minutes of January 11, 2022, as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Western Monarch Trail Sign Funding Application

The CCSPA has submitted a funding application to pay for the cost of an interpretive Western Monarch Trail sign. Jim Bahringer explained that signage is a problem on Fiscalini Ranch, so it will need to be placed somewhere in town, possibly near the Monarch Mural location. Jim said that Outreach has a very limited budget this year, so funds will need to come from contingency. George asked how much was in contingency funds and Jill confirmed \$121,000. The Outreach budget is only \$2,000. Jim explained that the Spanish version of the sign is not included and the small QR medallion signs for the Ranch will be an additional cost, but the initial sign is the most expensive.

Jim Bahringer moved, and Karen Cartwright seconded to approve the Western Monarch Trail Sign Funding Application in the amount of \$2,600 from contingency budget funds. Motion carried unanimously.

3.2 Cambria Historic Sign Restoration Funding Application

The Cambria Chamber of Commerce submitted a funding application. Jim explained that the recent storm tore down the historic Cambria sign and the Chamber is working to restore it. Lorient said that it was already completed and shared photos with the board. Jim said that the Outreach Committee recommends funding the request. George commented that there needs to be care with how much is taken out of contingency funds. It might be needed for other things.

Jim Bahringer moved, and George Marschall seconded to approve the Cambria Historic Sign Restoration Funding Application in the amount of \$2,600 from contingency budget funds. Motion carried unanimously.

3.3 Cambria Skatepark Funding Application

Greg asked Juli Amodei to present to the board information on the funding application for Rebuilding of the Cambria Skatepark. Juli said that this is the biggest project that has been done for our children on the Central Coast in 30 years, so this project is extremely important in the sense of community. She said that she could go into all kinds of stats in regard to tourism and what skate parks do for a community. She said that she realizes it is a larger request and would be happy whatever considerations could be given. \$50,000 is what we submitted. This will be for the community and tourism. I imagine there to be clinics or competitions and things like that. Jim said, I do not know if you know but my son-in-law is a professional skateboarder and my grandsons are both professional skateboarders and when they come to Cambria they go to Cayucos because there is a ramp there, so I think it would be a draw. Jim said, I recommend funding the full amount from contingency funds, maybe \$1,000 from Outreach. I think our commitment would help them in additional needed fundraising. Greg asked Cheryl, is there anything like this funded in other regions? Cheryl confirmed that yes infrastructure projects have been approved but not specifically a skatepark. Karen commented that Jim reminded her that her kids, when they were teenagers, they would visit Santa Barbara with her parents and they would go to the skate park. She said that she sees kids skateboarding in the hotel parking lots on Moonstone a lot. George said, I agree that it will provide things for kids to do, but \$50,000 is so much money. That is where I am struggling, I cannot come up with a justification for spending that much money. Especially when we do not know the direction of how everything is going to go over the next year or two. George continued, I am highly supportive of the skateboard and what they are doing. It is with the \$50,000 amount where I struggle. Jim said that \$50,000 is less than 10% of the annual income. George asked if it would provide 10% of their visitors for the year. It should work both ways. Greg said he had one more question, has maintenance of the park been budgeted? Juli said yes, it will be \$1,000 a year to the Lion's Club, for five years. She also confirmed that if the project does not get all of the approvals and permits needed, all of the funds will be returned to the donors.

Jim Bahringer moved, and Karen Cartwright seconded to approve funding the Cambria Skatepark application in the amount of \$50,000 from contingency funds. Motion failed. 2 in favor: Karen Cartwright, Jim Bahringer; 2 against: Greg Pacheco, George Marschall.

3.4 Cambria Rinks – 4 Person Teams Funding Application

The Cambria Lawn Bowls Club has submitted a funding application to assist with the costs of the Cambria Rinks - 4 Person Tournament event. George explained that two applications have been submitted, one for a March event, and one for a June event. Each for the amount of \$2,500. He continued, everything is in order, it is very similar to what we did before. I decided to pass it on to the full board because the March event is past the deadline. George said he felt it should not be funded endlessly, events should become self-sustaining. He asked Dave Sassaman if he planned to return for funds next year. Dave said, with a high degree of probability this will be the last time I approach you. I think that we have now learned enough that we can figure this out and it is my goal next year to make it self-funded. Dave explained that he was not able to apply earlier for the March event because he is given such short notice of the date. Dave shared that sixty-four bowlers with family would attend, and a majority would stay in rooms here. Dave explained that there is 1,600 members and he can turn their contact info over to Archer & Hound for marketing. Jessica explained

that unless they specifically “opt-in” they cannot be used. Greg explained that he would oppose funding due to the short timing.

Jim Bahringer moved, and Karen Cartwright seconded to approve funding the Cambria Rinks – 4 Person Teams application in the amount of \$2,500 from Event Committee funds. Motion carried 3 in favor, 1 against: Greg Pacheco

3.5 Cambria Open 3 – Pairs Tournament Funding Application

The Cambria Lawn Bowls Club has submitted a funding application to assist with the costs of the Cambria Open 3 - Pairs Tournament event. Jim said he could move that we approve the second application for the June tournament. Greg confirmed that October through June are considered off season, so the dates work. George said he would like the motion to include that they cannot apply for funds again. Jim said, I think that it is inappropriate to tell somebody they cannot apply again. Cheryl stated that it did not need to be in the motion. Jill said that she would note it in the minutes.

Jim Bahringer moved, and Karen Cartwright seconded to approve funding the Cambria Open Pairs Tournament application in the amount of \$2,500 from Event Committee funds. Motion carried unanimously.

3.6 Cambria Skatepark Funding Application

Greg said the Cambria Skate Day application is next on the agenda. The event is March 12, and they are asking \$2,000 in support. He asked if Juli would speak on behalf of this application too. Yes, Skate Day is one of four fundraising efforts for building the park. It is very unique, nothing like it has been done in Cambria recently. We have engaged industry down in Southern California, the OC is bringing up the ramps, they are very well known. If you take a look at the flyer, it lists the pros attending. Even if you are not in to skateboarding you can look them up and their Follower numbers. The day is meant to be outdoors, which was done intentionally to not run any risks with any of the guidelines. It will be in the parking lot at the Vet's Hall. We do have costs associated with this event that we cannot get around, insurance being the primary cost. We have been able to get sponsors to step up and take care of our pros with some lodging and food. Juli said, we actually have an opt-in constant contact that is on our website we have been running it for two years we have close to 3000 names. You will be seeing posters and flyers that we have had put out by local kids. We have already hit our social media platforms. Jim explained to Juli, our objective would be to see how many of these people are coming from Southern California or out-of-state that would likely stay here overnight. I know it is hard for you to make a projection now but trying to capture that data would be valuable for our board. Juli explained, because this is a first-time event there is nothing we can project from, but we can certainly make an effort to ask a series of questions. It will speak to not only this day, but events in the future. Juli said that they are estimating 500 people. The event is free, it is all for fund raising for the park, we are not even charging our vendors. We are suggesting donations. Greg pointed out that a marketing plan is requested on the application. The visibility of the launching messaging is not checked, so I do not know how stays are going to be promoted to the audience. The tickets for promotional purposes, the program, and other things are checked. The financials are not included, and they are required with the application. Also the time frame, which is not checked. Juli responded, I am a planner, I am an event manager. We had such a short window because we have been waiting to feel confident with dealing with the CCSD. Karen said that the marketing committee discussed promoting the travel app with the Chamber at the event. It would benefit tourism just having another event in town. Greg said he would oppose, due to timing and the lack of financial information. He thanked Juli, and she thanked the board.

Karen Cartwright moved, and George Marschall seconded to approve funding the Skate Day Cambria application in the amount of \$2,000 from Event Committee funds. Motion carried 3 in favor, 1 against: Greg Pacheco

3.7 Cambria Chamber – Art & Wine Festival Postponement Report

Lorienne Schwenk updated the board on the Art & Wine Festival postponement. She said after the meeting on January 11th, two days later suddenly venues started pulling out with just two weeks to

the event. The news was bad and event participants were concerned about safety and enough pulled out that there was no choice but to postpone. Everything was ready to go and next year we are going to use the same art, so a lot of what we used our grant on is viable for the rescheduled date at the end of January 2023. It will be the same event next year. The board received her report in their packet. She reviewed the expenditures listed. Lorientne said, I am here in hopes of having our grant forgiven, because so much was done on advertising right up until the last moment and could not be cancelled. We were in New Times after January 14th when we had already postponed. We were still advertising the event. Many people still came to Cambria and stayed despite the event being cancelled. Lodging was at 80% occupancy, so I feel like we accomplished what we set out to do, despite the event not happening. Jessica suggested parlaying the sponsorship into more visibility on the website, and correction of the booking engine access. Lorientne said that they will be creating a new website, because the business that it was part of closed on January 1st. She said she would confirm with Mel but does not think it will be a problem. Cheryl said that they would need to represent the CTB in the same manner at the postponed event and not ask for any more funds to possibly keep the grant. Lorientne said they may need a small additional grant. Cheryl said that no motion was required, due to everything that has been discussed, this item will undoubtedly appear on a future agenda.

4. Information Items/Presentations

4.1 Marketing Committee Report

Greg asked Jessica Blanchfield to give her report. She began, we will make it short and sweet. We will bring everybody up to speed. We are currently running our Co-op campaign, we are eight days in and it is already off to a fantastic start. We have already captured over 300 email addresses via either that campaign or some organic that have gone into that page as well. With BlendFest we have had over 1,400 folks engage with us via our website. The event is around the corner, and we will be choosing winners and those folks will be coming to visit. Eroica is coming up too. We currently have 1,200 folks registered and the goal is 1,500. My last item was discussed earlier at the committee meeting. The Spartan event will be on March 12 and 13. The question right now is how do we capture the folks that are attending this event, there will be about 7,000. At the committee level today, we decided to put money towards digital advertising and to capture these folks through geofencing ads, but the question that is still at play is whether or not we are going to staff at least a portion of the hours of the booth. I will be attending a meeting with Cheryl, to figure that out with some of the other partners. We will then need to decide if it is worth the cost to have Archer & Hound work the booth; or if you prefer to volunteer. It would be a five-hour span. Jessica said to watch for an email from Jill on it. She asked if anyone had any questions. No one did. Greg thanked Jessica.

4.2 CBID Update

Local Update – February 2022

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

4.3 CBID Presentation

CBID CAO Cheryl Cuming started her presentation, she said just really quick I know this has been a long meeting for everyone. Some great wins with PR in the last month, we had an article in *Travel and Leisure* they talked about the twenty secret spots along California PCH, and eight of those twenty were from Hwy 1. We were also in *USA Today* for Ten food experiences along our California coast. The elephant seal Rookery was also identified as one of the best spots to see wildlife and that linked directly to our wildlife map. We spiked way up in the email addresses we have been collecting on that for the last 30 days and we are at over 10,000. So, lots of good PR stuff. Sessions continue to be strong. We had over 100,000 sessions in the month of January and about 162,000 page views. We rolled up the report for our mid-year, July through December. A couple of things I will just read off the report. The BlendFest leads are working well and Jessica mentioned that earlier. In the Co-op we are doing with the local fund areas we are also building your subscriber databases at a strong clip. It is about 75 people a day, which is fabulous. We are at about 112 new people a day for about the last nine months. We are almost to 40,000 new people on our email database. The key is to get these new folks into our database with they are strong engagement. They are spending time on the

site, so they are good future tourism customers for us. We have a Best Beaches Along Highway 1 campaign that is launching. We have a feeling that is going to do well from spring through summer. We currently have the Season of Coastal discovery campaign going, that will end at the end of this month. We see a lot of great engagement. In the last six months we have seen a growth of 31% more users and over 400,000 people coming to the website, and we have spent 15% less. There were over twenty million impressions with 370,000 clicks and again that's just the last six months. Plus lots more one-minute users. Our cost per visitor is down. We are getting more efficient and more effective in how we are delivering strong consumers to the website. The Bid Bunch continues to do a really great job. Cambria in 2019 was at 1.5 million approximately and in the second quarter of 2021 it reported at 418,000 so that is awesome, that is a great increase. The next CBID meeting is February 23rd at the Cambria Pines Lodge. Greg asked for an update on the Castle. Cheryl said that she did see Jim this morning. They are still hoping for April, but not announcing a date. George heard it would be April 12th. They will not commit because if another big rainstorm comes through, it will not reopen.

4.4 Cambria Chamber of Commerce Update

Lorienne Schwenk reported, we are starting some subscription suppers and will have a Mardi Gras dinner on Saturday, February 26th. It will be a take home meal drive through at the Pinedorado grounds. We are planning to have three mixers over the year, not monthly ones. There will be multiple hosts for mixers. September and June are set but I am looking for a March host. Hospitality Day will be like a fourth mixer.

4.5 Budget Reports

Month Ended December 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

Marketing Committee Meeting Minutes – January 11, 2022

Event and Outreach Committees Meeting Minutes – February 1, 2022

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

5. Public Comment 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 2:38 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant