



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
April 12, 2022

Time: 1:00 p.m. – 2:10 p.m.

Location: Oceanpoint Ranch - Recreation Room (by pool)
7200 Moonstone Beach Drive

Amber Martin – Home Office

To Join Meeting via Zoom Click:

<https://zoom.us/j/91909302237?pwd=QkdYVC9vOXVQRDRjOUhvK2RqVFERQT09>

Meeting ID: **919 0930 2237** Passcode: **332917**

To call in to meeting:
1-669-900-9128

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	3 min
2. Consent Agenda Items Board Meeting Minutes – February 8, 2022	Pacheco	1 min
3. Discussion & Action Items		
3.1 TRPR Maintenance Funding Application The Beautify Cambria Association has submitted a funding application to pay for the 2022 maintenance of two TRPRs. The Outreach Committee will give a recommendation and the board will discuss and vote on approval.	Bahringer	5 min
3.2 Rebuilding the Cambria Skatepark Funding Application Skate Cambria has submitted a funding application to assist with the cost of rebuilding the Cambria Skatepark. The Outreach Committee will give a recommendation and the board will discuss and vote on approval.	Bahringer	6 min
3.3 Cambria Scarecrow Festival Funding Application The Scarecrow Festival has submitted a funding application to assist with the costs of the 2022 event. The Event Committee will give a recommendation and the board will discuss and vote on approval.	Marschall	6 min

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| <p>3.4 CCC Bike Tour Funding Application
 The Arthritis Foundation has submitted a funding application to assist with the costs of the 2022 California Coast Classic Bike Tour. The Event Committee will make a recommendation and the board will discuss and vote on approval.</p> | <p>Marschall</p> | <p>6 min</p> |
| <p>3.5 Managing Assistant Contract Renewal
 The CTB Managing Assistant’s contract is up for renewal effective June 30, 2022. The Board will discuss and vote on approval of renewing the contract for an additional term.</p> | <p>Pacheco</p> | <p>6 min</p> |
| <p>3.6 Virtual Meeting Resolution
 The Board will discuss meeting virtually for the May 10 meeting and vote on approval of a resolution.</p> | <p>Pacheco</p> | <p>6 min</p> |
| <p>4. Information Items/Presentations</p> | | |
| <p>4.1 Visit SLO CAL Presentation
 Melissa Murray will share info about the upcoming Travel and Tourism Training curriculum and the Events and Festivals Strategy collaboration.</p> | <p>Murray</p> | <p>10 min</p> |
| <p>4.2 Marketing Committee Report
 This is a standing agenda item for discussion of marketing progress and statistics since the last board meeting. Jessica Blanchfield will give the monthly presentation that includes a new Activity Report.</p> | <p>Blanchfield</p> | <p>8 min</p> |
| <p>4.3 CBID Update
 Local Update – April 2022</p> | <p>Cuming</p> | <p>2 min</p> |
| <p>4.4 CBID Presentation
 CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> | <p>Cuming</p> | <p>6 min</p> |
| <p>4.5 Cambria Chamber of Commerce Update
 Lorienne Schwenk will update the board on any pertinent Chamber matters.</p> | <p>Schwenk</p> | <p>5 min</p> |
| <p>4.6 Budget Reports
 <i>Month Ended February 28, 2022:</i>
 Revenue and Expenses
 Marketing Budget Expenditures
 Grant Funding Detail</p> | | |
| <p>4.7 Committee Meeting Minutes
 Marketing Committee Meeting Minutes – February 8, 2022</p> | | |
| <p>5. Public Comment</p> | | |
| <p>6. Future Agenda Items/New Business
 2022-2023 Budget
 Governance Committee Meeting
 Next CTB Meeting is May 10, 2022</p> | | |
| <p>7. Adjournment</p> | | |

8. Informational

- 8.1 ***Cambria Tourism Board Meeting***
2nd Tuesday of each month – 1:00 p.m.
- 8.2 ***Event & Outreach Committees Meeting***
1st Tuesday of each month – 11:30 a.m.
- 8.3 ***Marketing Committee Meeting***
2nd Tuesday of each month – 11:30 a.m.
- 8.4 ***Deadline for Agenda Items to be sent to the Managing Assistant***
3rd Friday of the month preceding meeting date
- 8.5 ***CBID Board Meeting***
4th Wednesday of the month