



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
May 10, 2022

Time: 1:00 p.m. – 2:15 p.m.

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

To attend the meeting virtually please click:

<https://zoom.us/j/93883510773?pwd=Q20vMkg1QzM1Mmp0YkRsT2dlbzRNQT09>

Meeting ID: **938 8351 0773**

Passcode: **011425**

To call in: 1-669-900-9128

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	2 min
2. Consent Agenda Items Board Meeting Minutes – April 12, 2022	Pacheco	1 min
3. Discussion & Action Items		
3.1 Scarecrow Festival Funding & Matching Fund Applications The Cambria Scarecrow Festival has submitted a Funding Application in the amount of \$15,000 for the 2022 event. The expanding, multi-regional event qualifies for submission of a CBID Matching Funds Application in the amount of \$5,000. The Board will discuss and vote on approval of both applications.	Marschall	5 min
3.2 CTB Letter of Support CCSD Project Funding The Cambria Community Services District (CCSD) is applying for infrastructure funding through the American Rescue Plan Community Project program again this year. The CCSD requested the CTB send a letter in support of funding. The Board will vote on approval of submitting the letter.	Bahringer	5 min
3.3 Board Member Resignation Amber Martin has submitted her letter of resignation to the board. The Board will vote on acceptance of her letter.	Pacheco	3 min
3.4 2022/2023 Budget Review and Approval The Governance Committee met, reviewed, and finalized a draft budget for the fiscal year ending June 30, 2023. The Board will discuss and vote on approval of the budget.	Pacheco	10 min

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| 3.5 Archer & Hound Advertising Contract Amendment | Pacheco | 3 min |
| The Board will discuss and vote on approval of amending the Archer & Hound Advertising contract for additional funds approved in the 2022/2023 budget vote. | | |
| 3.6 Eroica California Event Discussion | Pacheco | 5 min |
| The Board will discuss the recent Eroica California event, review available reports, and vote on approval of any action needed. | | |
| 3.7 CTB Strategic Planning Meeting | Pacheco | 5 min |
| The Board will discuss a strategic planning meeting and decide on a date, time, and a location or to hold it virtually. | | |
| 3.8 Virtual Meeting Resolution | Pacheco | 5 min |
| The Board will discuss meeting virtually for the June 14 meeting and vote on approval of a resolution. | | |
| 4. Information Items/Presentations | | |
| 4.1 Visit SLO CAL Presentation | Murray | 10 min |
| Melissa Murray will share info about the upcoming Travel and Tourism Training curriculum and the Events and Festivals Strategy collaboration. | | |
| 4.2 Marketing Committee Report | Blanchfield | 8 min |
| 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. | | |
| 4.3 CBID Update | Cuming | 2 min |
| Local Update – May 2022 | | |
| 4.4 CBID Presentation | Cuming | 6 min |
| CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. | | |
| 4.5 Cambria Chamber of Commerce Update | Schwenk | 5 min |
| Lorienne Schwenk will update the board on any pertinent Chamber matters. | | |
| 4.6 Budget Reports | | |
| <i>Month Ended March 31, 2022:</i> | | |
| Revenue and Expenses | | |
| Marketing Budget Expenditures | | |
| Grant Funding Detail | | |
| 5. Public Comment | | |
| 6. Future Agenda Items/New Business | | |
| Next CTB Meeting is June 14, 2022 | | |
| New Board Member Applications | | |
| Strategic Planning Meeting | | |
| 7. Adjournment | | |

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