



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
**Ocean Point Ranch & Virtual Meeting**  
April 12, 2022

**1. Call to Order**

The meeting was called to order by Board Chair Greg Pacheco at 1:02 p.m.

**Members Present**

Greg Pacheco  
George Marschall  
Jim Bahringer  
Karen Cartwright

Absent: Amber Martin

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Claudia Harmon, Beautify Cambria Assoc.  
Lorienne Schwenk, Cambria Chamber  
John Nixon, Scarecrow Fest  
Paula Ufferheide, Scarecrow Fest  
Linda Finley, Retired CTB Member  
Juli Amodei, Skate Cambria  
Dick Clark, Angela Kennedy, Sarah and  
Cyrus Tatham, Althea Lang, Chelsie Foster,  
Karen Dean, Public/Skate Cambria  
Jill Jackson, CTB MA

**2. Consent Agenda Items**

Board Meeting Minutes – February 8, 2022

**George Marschall moved, and Jim Bahringer seconded to approve the meeting minutes of February 8, 2022, as presented. Motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 TRPR Maintenance Funding Application**

Jim Bahringer reported that the Beautify Cambria Association submitted a funding application to the Outreach Committee to pay for the 2022 maintenance of two TRPRs in the amount is \$720.

**Jim Bahringer moved, and George Marschall seconded to approve funding the Beautify Cambria Association's TRPR Maintenance application in the amount of \$720.00 from Outreach Committee budget funds. Motion carried unanimously.**

**3.2 Rebuilding the Cambria Skatepark Funding Application**

Jim explained that the Outreach Committee received an updated application for Skate Cambria for the Rebuilding of the Skatepark. The application now contains several support letters, including from vacation rentals. Jim said he supports the application. He asked if Juli Amodei would like to speak.

Juli started with recapping the Skate Day event. She was disappointed that the funding for the event did not get approved by the county. She said we had over five hundred people and raised \$18,000 in four hours and raised another \$6,000 within the next couple of days. There were twenty vendors. Over half of the people attending that day were from out of area, from Santa Barbara, Santa Maria, and our other surrounding areas. Direct questions we asked were how did you hear about this, and why did you come today? The day went seamlessly, thank goodness no one got hurt, which was wonderful. It was a very special event for the Central Coast. One that has not been done before. Juli asked to have attendees speak about the Skatepark project.

Lorienne Schwenk from the Cambria Chamber shared that she had a group of women come in that were stuck with a teenage boy for the day, they were thrilled to hear about the skatepark event. She said that she would love for her volunteers to always have that answer for curious visitors. She said she gave away about one and a half boxes of visitor's guides at Skate Day.

Angela Kennedy: I have lived in Cambria for seven years before that my husband and I vacationed and got married in Cambria. As much as we love Cambria, there is nothing other than the beach and Shamel Park for kids to do. I strongly believe any activities that draw kids are a plus for the town, especially this project. It is beautiful. It will make the town look better. It is right in the center of town, which is great for parents because they can go to farmers market or go peruse the shops while their kids are playing and getting exercise. It would encourage more families to visit.

Aletha Lang: I live in the Central Valley and visit Cambria with my family and our grandkids regularly. They are very excited about the skatepark. I came and volunteered at Skate Day, and I heard a great deal of enthusiasm from the community. It would be a great asset for the entire region.

Sharah and Cyrus Tatham: Hi, we are zooming in from Washington state where we are for spring break. I own two shops on Main Street, and I think the Skatepark is very valuable to tourism. Cyrus is the President of the Skatepark Initiative Committee. Cyrus thanked everyone for donating and considering funding the project. He stressed the importance of the Skatepark to the community.

Karen Dean: I can speak really quick, I just wanted to say that I attended Skate Day and I did notice that the majority of people that attended were from out of town and brought their young kids or grandkids with them. I believe that we will have more families visit because there will be something for their kids to do. As you know the district has set aside \$178,000 towards this project. I support this project personally and as a member of the (CCSD) board. It is a worthwhile project, and it will bring people here to spend the night.

Linda Finley: As Jim mentioned I was on the tourism board for about five years. I just want to reiterate how great Skate Day was, watching my grandson was fabulous. Most attendees said they would bring their mates and return for sure. It would be a great asset to Cambria and tourism.

Dick Clark provided confirmation of the CCSD Skatepark funding. It has provided about 27% of the total financing so far. Julie has raised 62% of project funds. He confirmed that funds will come from the general fund.

Chelsie Foster: I grew up in Cambria, graduating from Coast Union in 1991. It is well past time to bring something for young people to do here. People are willing to visit more if they know there is something for their children to do. It is a no brainer that it will attract more families to visit.

Jim said we have \$100,000 in our capital reserve budget account. Jim said he would like to move to approve the application in the full amount of \$50,000. If not this project, what? Nothing else is currently planned and we have the funds.

George said, I just want to go back to the CCSD. Is the \$178,000 funding guaranteed? Is it reliant on the rates being raised that I just received notice of? Juli confirmed that it is guaranteed and not dependent on the rate increase. Money will come from general funds.

Karen Cartwright said that she was happy to second Jim's motion. She continued, I know George last time both of you were concerned about heads in beds and tourism, so I wanted to share that in the marketing committee we started discussing bringing younger people here, it is a new audience to market to and this is a great way to accomplish that.

Greg said that the only comment he would like to make is that it is undeniable that it is a good asset for the community, what he struggles with is the large amount of money versus if it fits in with the CTB mission. He said he knew there is an argument to be made, but struggles with \$50,000.

Jim said that it is good PR for the tourism board. It will provide visibility of the tourism board for visitors. What other infrastructure projects provide more visibility for tourists by the way of the tourism board? Supporting at this level does get a permanent prominent plaque and people will see all that the tourism board is actually doing. The amount of money that we have gotten as a community this year compared to last year is over \$50,000 worth of extra funds that we did not plan. It will be easy to replenish the infrastructure project fund.

Juli said that kids are who are employed at all of the Cambria restaurants and shops, they are needed for tourism. They are definitely an under-served group in our community that helps to drive tourism. Linda reminded the board that this will be a year-round activity unlike other funded events that are for a night or a month.

Jim questioned George and Greg about opposing the project, what other infrastructure would they be interested in? Greg said, that is a strategy conversation that we could spend hours on. Jim asked if there could be a counter lesser amount offered, or funding over a two-year period. Greg said that is not the application before him, so no, he is not going to counter.

Linda said she wants to hear what George has to say about voting no. George replied, I struggle with the amount in relation to my directive as a member of this board, for its mission. He agrees the Skatepark would be great for the community, however my responsibility and stewardship of CTB funds requires me to follow guidelines that I was given. This would be the largest amount of money the board has ever funded, and I do not see how it fits the mission.

Jim asked Cheryl to comment. She said that the virtual attendees cannot hear the discussion at all. Cheryl explained that there are infrastructure and beautification monies that LFAs may approve, however the nexus must be made with how the investment connects back to tourism and overnight stays. The board members would need to agree that they see that nexus.

Greg finalized the discussion, by stating that the motion did not pass.

**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.**

Juli asked that Greg allow her to submit an application in the future, after a fifth board member is added. Greg said that would be possible, he does not discourage anyone from applying.

### **3.3 Cambria Scarecrow Festival Funding Application**

George Marschall explained that the Scarecrow Festival applied for funds, \$15,000, for the 2022 event. The application is in order. He said, it was discussed at the committee meeting, but we might revisit here so the full board understands, what you are doing to increase your fundraising and decrease your dependence on the CTB funding?

John Nixon offered to answer, because of COVID we did not do our rental program for two years, but this year we are. We also have a large event planned on October 29<sup>th</sup>; we will be having a party at the Nursery. It was very successful last year, we sold it out. We will be able to include a few more people this year because we kept the numbers down last year. Individual donations have increased, including from visitors. We will have additional outreach to the business community.

Jill confirmed event committee budget fund availability, there is \$8,665 left, it may be possible to approve from next year budget or current contingency funds.

Greg asked that a matching fund application be submitted for \$5,000 based on the event being a multiregional event that is significantly expanding attendance through social media, their website, and marketing. Cheryl confirmed that San Simeon has not applied for matching funds but did approve funding the application submitted. She said that it would be best to complete the matching fund application and approve both applications at the same meeting.

**Item tabled to allow time for a Matching Funds Application to be completed, so that approval of both applications may be voted on at the same time.**

### ***3.4 CCC Bike Tour Funding Application***

George said that the Arthritis Foundation submitted a funding application for \$10,000 to assist with the costs of the 2022 California Coast Classic Bike event. He asked if Shannon would like to speak.

Shannon explained that the event is a boutique cycling tour. We ride eight days along the coast and through Cambria. It is a very successful event. She thanked the board for support in prior years.

George said that the application is in order. He expressed concern because all of the rooms are reserved at the Cambria Pines Lodge, so he will have to abstain from voting. Greg said that it is in September, not in shoulder season, but it is mid-week, Tuesday to Wednesday.

**Jim Bahringer moved, and Greg Pacheco seconded to approve funding the Arthritis Foundation's California Coast Classic application in the amount of \$10,000 from Event Committee funds. Motion carried 3 in favor, 1 abstention: George Marschall abstained due to Cambria Pines Lodge employment conflict of interest.**

### ***3.5 Managing Assistant Contract Renewal***

Greg stated that the next item is the CTB's managing assistant contract up for renewal. He said that he reviewed with Jill the feedback given by the board on her recent performance evaluation, which included both positive feedback and some constructive criticism. Nothing alarming. He said, I do not know if any of you have anything specifically you want to speak to. Greg said, she has a good grasp on the board's direction, and personally, I really appreciate everything she does, and she is a great asset for the board. George asked if everything was the same on the contract and Jill confirmed it was. He said that did not make sense. He suggested a 3% increase each year of the contract. \$43,260 for the first year and \$44,557.80 for the second year. Jill said "Woohoo!" and thanked the board members profusely. Cheryl congratulated her and said it was well deserved

**George Marshall moved, and Jim Bahringer seconded to approve renewing Jill Jackson's Managing Assistant contract for a two-year term, with a 3% increase each year; \$43,260 and \$44,557.80, respectively. Motion carried unanimously.**

### ***3.6 Virtual Meeting Resolution***

Greg stated that we have three options for meeting, we can do it virtually, hybrid or in person. Cheryl confirmed that meeting in person is always fine, or hybrid if posting requirements are met, the only one that requires adoption by the board of a resolution is the completely virtual option. There should be a reason the board chooses this option. An example is one region board where a member is pregnant.

Jill explained that the resolution provided by the county ties it to Covid, it is in the board packet. It must be adopted by the board the month preceding the meeting that is to take place virtually. She said that she already has ideas to make the hybrid meeting much smoother, including a 360-speaker phone for better sound. The board agreed that May will be a hybrid meeting, and the resolution should become a standing agenda item.

**Virtual May meeting deemed unnecessary so no vote on resolution by board. It will be added as a standing monthly agenda item to be considered at future meetings.**

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

##### **4.1 Visit SLO CAL Presentation**

Melissa Murray needed to leave the meeting and was not present. Cheryl said that she will return at a future meeting to share the presentation with board members.

##### **4.2 Marketing Committee Report**

Jessica Blanchfield gave a quick recap, she reported that her team are looking forward to coming into town for Eroica, creating materials to supply riders, and will be giving a presentation at the Saturday dinner event. 1,500 total participants are registered and expected. She said, our committee met right before this meeting, and we received guidance for creating the marketing plan for the new year. She said she will look for the budget results from the governance committee to complete their marketing committee budget draft. She explained that the recap report has a couple of discrepancies in numbers, some of the numbers should have been higher than reported. Jill will distribute a revised report to you. She offered to take any questions that anyone might have. There were no questions.

##### **4.3 CBID Update**

*Local Update – April 2022*

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

##### **4.4 CBID Presentation**

CBID CAO Cheryl Cuming updated the board, she said that they are continuing to push out messaging so that folks know the Castle is re-opening. She said that they also got a really nice piece in *Outside Magazine* where Cambria is the number 2 best beach community. Web traffic continues to be strong. They are looking at their 22-23 plan, after feedback from the All Agency meeting it looks like they will be continuing with the CrowdRiff platform. The CBID will fund it at \$25,000. It looks like many of local fund area imperatives will continue. The CBID is investing close to \$200,000 in that effort. In the matching program they had \$25,000 this year and hope to double it next year to \$50,000. SLO CAL shared stats on visitor arrivals by points of interest. It rated Cambria close to the top of that list. The origin markets are all California for the most part: Los Angeles, Fresno, San Francisco, and Bakersfield, in that order. She said that their 22-23 plan will be to continue to focus on getting Californians to travel on the Central Coast and Highway 1, and approximately \$1,000,000 will be invested in that marketing effort. She said they are in planning mode right now, but it feels good. Performances are super solid as you saw with the TOT numbers in July through January of last year. Overall, it was 5.4 million, and this year from July 21 it is almost 7 million. The coast continues to do well, and numbers are tracking about 40% above 2019. She feels that the fiscal year will probably end 50% above 2019. All good stories to tell, things are going well. We will be getting more info on Spartan next month and we are looking to possibly sponsor it again in 2023.

##### **4.5 Cambria Chamber of Commerce Update**

Lorienne Schwenk updated the board, the Chamber is planning an event for dog lovers on Saturday, September 17<sup>th</sup>. She said they are just starting the planning of it and are hoping to have a parade and a costume contest. She will have more time after Easter to work on it and will give more details then.

#### **4.6 Budget Reports**

Month Ended February 28, 2022:

*Revenue and Expenses*

*Marketing Budget Expenditures*

*Grant Funding Detail*

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

#### **4.7 Committee Meeting Minutes**

*Marketing Committee Meeting Minutes – February 8, 2022*

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

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

Public comments received during Skatepark discussion are documented in item 3.2 above.

Time was offered before adjournment, but no additional comments were made.

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

*2022-2023 Budget*

*Governance Committee Meeting*

*Next CTB Meeting is May 10, 2022*

Scarecrow Festival Funding & Matching Applications

Resolution standing agenda item

Visit SLO CAL Presentation

Amber Martin's resignation letter

New board member applications

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 2:30 p.m.

Respectfully submitted,

Jill Jackson

Managing Assistant