



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
June 14, 2022

Time: 11:30 a.m. – 12:25 p.m.

Location: Pelican Suites – Breakfast Room
6316 Moonstone Beach Drive

To attend the meeting virtually please click:

<https://zoom.us/j/92940247013?pwd=Z1VtaTRJVFBmNHRIUjJTUEhQU2IPQT09>

Meeting ID: **929 4024 7013**

Passcode: **334226**

To phone in to meeting: +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 – May 10, 2022	Pacheco	1 min
3. Discussion & Action Items		
3.1 Eroica California Event Discussion Amedeo Polito will attend virtually to report on the recent Eroica California event, answer board members' questions, and discuss 2023 event dates. The board will vote on approval of any action needed.	Pacheco	6 min
3.2 Piedras Blancas Light Station Lens Enclosure Restoration The Lions Club of Cambria has submitted a funding application to assist with the costs of restoring the lens enclosure. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Bahringer	6 min
3.3 2022/2023 Marketing Committee Budget Presentation The Marketing Committee met last month to review and give input on the 2022/2023 budget plan. Archer & Hound Advertising created a plan based on that input and will present it to the board. The board will discuss and vote on approval.	Blanchfield	18 min
3.4 Monarch Butterfly Trail Interpretive Signage The Outreach Committee has discussed locations for the Monarch Butterfly Trail Sign that the CTB approved funding. The board will discuss and vote on approval of a location.	Bahringer	5 min

4. Information Items/Presentations

4.1 **BlendFest Funding Follow Up Report**

Jennifer Bravo will make a presentation to share results and the follow up report from the 2022 event.

Bravo 5 min

4.2 **CBID Update**

Local Update – June 2022

Cuming 2 min

4.3 **CBID Presentation**

CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

Cuming 5 min

4.4 **Cambria Chamber of Commerce Update**

Lorienne Schwenk will update the board on any pertinent Chamber matters.

Schwenk 5 min

4.5 **Budget Reports**

Month Ended April 30, 2022:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

4.6 **Committee Meeting Minutes**

Marketing Committee Meeting Minutes – May 10, 2022

Event and Outreach Committee Meeting Minutes – June 7, 2022

5. Public Comment

6. Future Agenda Items/New Business

Strategic Planning Meeting & Lunch – Cambria Pines Lodge July 12, 11:30 a.m.

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