



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Ocean Point Ranch & Virtual Meeting
May 10, 2022

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:06 p.m.

Members Present

Greg Pacheco (via phone)
George Marschall
Jim Bahringer
Karen Cartwright

Absent: Amber Martin

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Melissa Murray, Visit SLO
Lorienne Schwenk, Cambria Chamber
John Nixon, Scarecrow Fest
Paulla Ufferheide, Scarecrow Fest
John Weigold, CCSD
Jill Jackson, CTB MA

2. Consent Agenda Items

Board Meeting Minutes – April 12, 2022

George Marschall moved, and Jim Bahringer seconded, to approve the meeting minutes of April 12, 2022, as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Scarecrow Festival Funding & Matching Fund Applications

George Marschall explained that the Scarecrow Application was discussed at the prior meeting, but the choice was made to table the vote until the CBID Matching Funds Application could be prepared and voted on by the board at the same time. Paulla Ufferheide reported on the organization's efforts to self-fund the event. She handed out pamphlets to become Friends of the Festival and shared that they have hired someone with Instagram expertise to help grow engagement. They have also worked with a travel agency to create a sister scarecrow festival in Japan that should really grow attendance and reach an international audience. They have also hired someone very skilled to teach them about grant writing.

Karen Cartwright moved, and Jim Bahringer seconded, to approve funding the Scarecrow Festival application in the amount of \$15,000 from Event Committee budget funds. Motion carried unanimously.

Karen Cartwright moved, and Jim Bahringer seconded, to approve submitting the CBID Matching Funds application, as prepared, for the amount of \$5,000. Motion carried unanimously.

3.2 CTB Letter of Support CCSD Project Funding

Greg said that Jim knew about this, it is something we did last year. Jim explained that the Cambria Community Services District (CCSD) is applying for infrastructure funding through the American Rescue Plan Community Project program again this year. They requested the CTB send a letter in support of funding. John Weigold thanked the board for the prior year letter. Jill confirmed that some funding was received last year, \$375,000. John confirmed that the letter should be submitted directly to him and did not need to be mailed.

Jim Bahringer moved, and Karen Cartwright seconded, to approve the CCSD Infrastructure Funding support letter, as prepared. Motion carried unanimously.

3.3 Board Member Resignation

Greg explained that Amber Martin submitted her letter of resignation to the board.

George Marschall moved, and Jim Bahringer seconded, to approve accepting Amber Martin's letter of resignation. Motion carried unanimously.

3.4 2022/2023 Budget Review and Approval

Greg said that he and George met as the Governance Committee and finalized a draft budget for 2022/2023. He reviewed the numbers: With the carry forward amount and projected general and Air BnB collections we have a total budget amount of \$802,624.44. The administration fees are set and total \$88,900. We increased marketing to \$400,000; Outreach to \$5,000; and Events to \$100,000. Another \$100,000 will go into the Capital Reserve account and \$108,724.44 will be the starting contingency balance. He explained most amounts were based on funding in prior years. The Marketing budget includes a TBD contingency amount. The Capital Reserve account balance will be \$200,000. Cheryl said that she was very pleased with the budget and increase in marketing; she confirmed that the CTB budget was in-line with other LFAs and CBID spending.

Jim Bahringer moved, and Karen Cartwright seconded, to approve the budget for fiscal year ending June 30, 2023, as presented. Motion carried unanimously.

3.5 Archer & Hound Advertising Contract Amendment

Greg explained that amending the Archer & Hound Advertising contract would be necessary due to the additional amount budgeted over the two-year contract agreement. Jill confirmed the two-year contract is for a total of \$660,000. This fiscal year approximately \$310,000 was used, leaving \$350,000 available. An additional \$50,000 will need to be added to the contract for a total 2022/2023 marketing budget of \$400,000, and a total adjusted two-year contract amount of \$710,000.

Jim Bahringer moved, and Karen Cartwright seconded, to approve amending the Archer & Hound Advertising two-year contract amount for an additional \$50,000 based on the approved fiscal year ending June 30, 2023, budget. Motion carried unanimously.

3.6 Eroica California Event Discussion

Greg stated that Jessica responded to a complaint received by the Chamber. Jessica confirmed that she did. The event was understaffed, needed more volunteers, more organization, and a way to keep route signs up. Someone kept taking them down. Everyone agreed that there would need to be more board involvement and accountability requirements for Amedeo. Jessica said that she would work on a list. She heard that San Luis Obispo is interested in hosting the event. Cheryl said if the CTB is interested they should definitely make it known. No board vote was necessary.

3.7 CTB Strategic Planning Meeting

Greg said that the Board should have a strategic planning meeting, including discussion of a capital reserve project. The members agreed to utilize the July 12, 1:00 p.m. board meeting for this purpose, and to meet in person.

3.8 Virtual Meeting Resolution

The Virtual Meeting Resolution was deemed unnecessary so there was no vote by the board. The board will continue to use a hybrid meeting format.

4. Information Items/Presentations

4.1 Visit SLO CAL Presentation

Melissa Murray from Visit SLO gave a presentation and shared her screen for the board. She started with the Events and Festivals Strategy, the purpose of which is to provide all SLO County destinations with easy-to-use tools and a collaborative platform to maximize positive economic impact for visitor related events and festivals, while remaining mindful of the resident's quality of life. There will be a county wide calendar that filters down to each destination and drives cross visitation. It may also expand current events. Visit SLO Cal is funding this effort and no additional investment is necessary from DMOs. The goal for implementation is fall of 2022, and she will visit again to go over the details.

The second county wide effort is Customer service training for our Travel and Tourism industry. It will be a self-paced mobile based certified customer service training program. It will be available in both English and Spanish. It will be no cost to participants. SLO Cal will fund the development of the program as well as the annual hosting cost. They hope to empower all county tourism related workers to become experts on their destinations. The English version will launch in June and the Spanish version will follow approximately 45 days later. Karen said that she was glad Cambria was included and likes the program idea. George said it would be a great tool to educate staff. You can email her, and also Cheryl can assist with any questions you may have.

4.2 Marketing Committee Report

Jessica Blanchfield said over half of the current attendees also attended the marketing meeting that was right before the board meeting, but she did want to share the table tents they created. She said they will be passing them out and doing constituent and other local business Outreach. She said that she fielded so many questions at the recent Eroica event, they do not feel that the Visit Cambria App is being utilized well and want to get more people informed, and promote it. They will also be asset gathering while here. She explained that they will plan an Influencer FAM that will take part in a Scarecrow workshop. Paula confirmed with Jessica that they are looking at dates in August. She said they will work on a project that can be completed faster than a complex scarecrow. Jessica is hoping to invest in the app to have passport capabilities. The detailed marketing budget will be presented next month, it was discussed at the committee meeting today. She shared the Cycle Central Coast pins they created for the Eroica bags that were given to registered riders. They also gave them out at the Saturday night dinner where they gave a presentation.

4.3 CBID Update

Local Update – May 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 she would keep it short, with just a couple items. The first being that at the last CBID meeting Bram mentioned developing the relationship with Arthritis Foundation somehow. It is a huge group, and impacts a lot of people. Please give it some consideration, maybe the board invites them to host a conference in Cambria. She said they did a roll-up on projects in the 2021 calendar year. Cambria invested over \$710,000 in nine projects, a big part of that is your marketing efforts. TOT is great, it is 20% up over 2020. Lorienne is assisting them with a test to gain email addresses thru QR codes for maps. If the test goes well (30% response) they will invest \$50,000 to \$60,000 and place with Certified Folder in fifteen locations.

4.5 Cambria Chamber of Commerce Update

Lorienne Schwenk updated the board, she confirmed that they are handing out those test maps every day and encouraging people to use them, especially to those visiting the entire central coast and not just Cambria. She said that they are gearing up for the next magazine, there will be a lot of changes

and it is very exciting. Lorianne confirmed for Jessica that there will be plenty of opportunities for promotion of Visit Cambria and Cycle Central Coast.

4.6 Budget Reports

Month Ended March 31, 2022:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

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

5. Public Comment Public Comment

Jim shared that there is a current movement to move the Lighthouse Lens. He feels that the lens should remain in Cambria. Bruce Gibson has agreed to review community opinions on the matter and Jim hopes that the CTB can provide support for keeping it here, as well as the Chamber. Jim will report back on the outcome of the review to Jill. Greg said, if needed it can be on the next agenda. Jim reported that the Fireworks will happen this year, on Monday.

6. Future Agenda Items/New Business

Next CTB Meeting is June 14, 2022

New board member applications

Strategic Planning Meeting

Lighthouse Lens – Review, Support Letter

Eroica Follow-up Report

7. Adjournment

There being no further business, the meeting was adjourned at 2:32 p.m.

Respectfully submitted,

Jill Jackson

Managing Assistant