



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
September 13, 2022

CANCELLED

Time: 1:00 p.m. – 2:00 p.m.

Location: Pelican Suites – Breakfast Room
6316 Moonstone Beach Drive

To attend the meeting virtually please click:

<https://us06web.zoom.us/j/85611566779?pwd=M2lvQ3FpUnVybnFWSW9yUDBYUksZUT09>

Meeting ID: **856 1156 6779**

Passcode: **434506**

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	3 min
2. Consent Agenda Items Board Retreat Meeting Minutes – July 12, 2022	Pacheco	2 min
3. Discussion & Action Items		
3.1 BlendFest on the Coast Funding Applications The Paso Robles Wine Country Alliance has submitted a funding application to assist with the costs of the 2023 BlendFest event. The event may qualify for submission of a CBID Matching Fund Application. The board will discuss and vote on approval of both applications.	Marschall	8 min
3.2 Cambria Christmas Market Shuttles Funding Applications The Cambria Chamber of Commerce has submitted a funding application to pay for the cost of shuttles to Moonstone Drive for the 2022 Christmas Market. The event may qualify for submission of a CBID Matching Fund Application. The board will discuss and vote on approval of both applications.	Marschall	10 min
3.3 Selection of New Board Member Board members will discuss and vote on approval of an applicant to fill the vacant board seat.	Pacheco	10 min

4. Information Items/Presentations

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| 4.1 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 to the board. | Blanchfield | 10 min |
| 4.2 CBID Update
Local Update – September 2022 | Cuming | 3 min |
| 4.3 CBID Presentation
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. | Cuming | 8 min |
| 4.4 Cambria Chamber of Commerce Update
Lorienne Schwenk will update the board on any pertinent Chamber matters. | Schwenk | 6 min |
| 4.5 Budget Reports
<i>Fiscal Year Ended June 30, 2022:</i>
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail

<i>Month Ended July 31, 2022:</i>
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail | | |

5. Public Comment

6. Future Agenda Items/New Business

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