



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)

**Meeting Minutes**  
Pelican Inn & Suites  
October 11, 2022

**1. Call to Order**

The meeting was called to order by Board Chair Greg Pacheco at 1:04 p.m.

**Members Present**

Greg Pacheco  
George Marschall  
Jim Bahringer  
Karen Cartwright

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Steve Kniffen, Sea Chest  
Lorienne Schwenk, Cambria Chamber  
John Nixon, Scarecrow Festival  
Scot Addis, Cambria Lions Club  
Juli Amodei, 12 Toes, Skate Cambria  
Jennifer Bravo, BlendFest  
Mike Arnold, Cambria Pines Lodge  
Katie Sturtevant, Travel for Good  
Jill Jackson, CTB MA

**2. Consent Agenda Items**

Board Retreat Meeting Minutes – July 12, 2022

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

**3. Discussion & Action Items**

**3.1 BlendFest on the Coast Funding Applications**

Jennifer Bravo from the Paso Robles Wine Country Alliance introduced herself and offered to hand out a copy of the funding application she submitted. Jill confirmed that a copy was in everyone's board packets. George Marschall asked why the number of room numbers listed went down. Jennifer explained that last year it was the total of both Cambria and San Simeon and this year she divided them between two applications. This year is two hundred: one hundred in San Simeon and one hundred in Cambria. Last year was 168 for both regions, so there is an increase of 42 rooms. She explained they would like to expand the event; the event has grown to four days. We celebrate Thursday, Friday, Saturday, and Sunday. She said she is looking to do the same schedule model as last year. Thursday prior to the weekend is a winemaker dinner. She said she added an additional dinner and mixer last year, as well as something called Coastal Excursions on Friday and Saturday. Those are small intimate groups from 20 to 25 people, and it includes wine. George asked about the main event location, and she said it could be Ocean Point Ranch if they can work out cost, she is working with the Pacifica Group. It was too expensive last year, which forced them to increase ticket costs. George said that he would not like the tickets to increase anymore, if possible. She said another possibility is the Cavalier, or maybe Shamel Park. Hearst Warehouse is no longer available. She said that she was open to suggestions. Jim

Bahringer offered his property or suggested the Historical Society's School House venue across the street. Jessica told Jennifer that would be two venues right across the street from each other. Jennifer shared that a professional photographer would record the event again this year and she will share all those assets with the CTB as she has before. Jessica confirmed, she said they are beautiful, and they use all of them, thank you. Jennifer thanked the board.

**Jim Bahringer moved, and Karen Cartwright seconded, to approve funding the BlendFest application in the amount of \$10,000 from Event Committee budget funds. Motion carried unanimously.**

**Jim Bahringer moved, and Karen Cartwright seconded, to approve submitting the CBID Matching Funds application in the amount of \$2,500. Motion carried unanimously.**

### **3.2 Cambria Christmas Market Shuttles Funding Applications**

George explained that the Chamber of Commerce has applied for \$79,379 for shuttles to Moonstone Beach during the 23 nights of the Christmas Market. The biggest issue is timing now. The down payment is due in a few days. Lorraine agreed, she said she wished the board could have met in September. Cheryl said that with the amount it will also have to go through the Board of Supervisor approval process, and she is not sure if they are meeting in November. She said it will go before the CBID on the 26<sup>th</sup>, that is past the due date. Lorraine suggested that the Chamber put down the \$20,000 that is due right away. Cheryl said that would leave the Chamber on the hook for the other \$50,000. Karen suggested funding two shuttles. George said that might cause an issue with delays and guests having long waits. Could the Cambria Pines Lodge put down the \$20,000? Mike Arnold explained that the Lodge cannot pay for any of it because it is not on the traffic plan. Mike confirmed that the \$80,000 request is above what the Lodge is funding for the traffic plan. It includes the Brambles and Main Street. Karen suggested asking hotels to fund the shuttles, or part of it. A hotel can fund their own shuttle even. George reconsidered the two-shuttle funding for \$49,999 in hopes of expediting payment. Lorraine will contact SLO Ride to see about changing the estimate to two shuttles, decreasing the amount, and later payment due dates.

Jim Bahringer moved, and Karen Cartwright seconded, to approve funding the application in the amount of \$49,999 from Event Committee budget funds. Motion passed. 3 in favor; 1 abstained: George Marschall due to employment with Cambria Pines Lodge.

***The Chamber of Commerce withdrew the application on October 12, 2022.***

### **3.3 Combined Committee Meeting – Retreat Follow Up**

Karen explained that before the board meeting there was a combined Marketing, Event, and Outreach Committees meeting. A great deal was covered, including an updated rack card. Jessica shared the current card and explained the current Certified opportunity. She reviewed agenda items covered in the committee meeting. She said that a combined meeting periodically is a great idea. We did not make decisions on everything; these are items that will remain on our agenda. For example, for Event sponsorship a checklist for the recipient to follow to make sure the board is getting back what it should, like email lists. The idea is to make the process more cohesive, so everybody knows what they need to do. Jessica said to Jim that there were items that she could touch base with him about regarding Outreach. She said they were mostly follow up items from the July Board Strategic Planning Retreat and they will keep on them.

No action required.

### **3.4 Piedras Blancas Light Station Lens Enclosure Restoration**

Jim introduced Scot Addis who updated the board. He said project update will be provided to the board. Scot shared that a considerable amount of progress was made. He said, we have a local stakeholder group that consolidated down and become pretty well established now. Supervisor Gibson has taken an active role along with Blake, his assistant. They have helped bring the process forward. On September 20th we had the curator and some other folks from the historic artifacts department and Coast Guard were here along with some other local representatives

taking a firsthand look at the lands and then meet with Supervisor Gibson, as well as this local stakeholder group and talk through it. The first order of business we need a new borrower of record as they called it, signing new loan agreement to be able to carry forward the relationship. We have settled on a particular design. Supervisor Gibson is willing to provide half of the money required for the engineering studies required, which speaks to the importance of the project.

No action required.

### **3.5 Selection of New Board Member**

Greg explained that the board members will vote on approval of applicant, Steve Kniffen, to fill the vacant board seat. Cheryl added that after the vote Steve's application will still need to be approved by the Board of Supervisors before he becomes a voting member. Steve and Jim shared that they would not be surprised by his colorful application, they are familiar with him. George said after serving on the Chamber board with Steve it would be an honor to have him on the CTB.

**Jim Bahringer moved, and Karen Cartwright seconded, to forward Steve Kniffen's application for board membership to the Board of Supervisors for approval. Motion carried unanimously.**

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

### **4.1 Scarecrow Festival Update**

John Nixon said he would give the update, Paulla Ufferheide is not here because she is celebrating her wedding anniversary. John continued that they are very proud of this year's installations. They went up the last week of September. We are back to pre-Covid displays. The Friends of the Scarecrows has been working well with businesses. Responses to their online survey has increased, respondents get to vote for their favorite scarecrow too. The new Cal Trans supervisor has removed some of their signage and flags, which they had to move. They have received national coverage again as one of the top ten best festivals in the United States. He thanked the board for their continued support.

### **4.2 Stewardship Travel for Good Program Update**

Katie Sturtevant handed out a packet to board members. She said that she can email a copy to everyone too. She began, just as a reminder this is a marketing program the CBID runs to give bite size activities that care for and protect our region. She said, we are launching a new project, just to start, last month the World Travel and Tourism Council did a spotlight with his Visit SLO Cal on the county wide sustainability and stewardship practices. We are really the lead in the stewardship portion of it. They did a video with a county wide roundtable. Hopefully this can be repurposed for your use. She said, we have the season of Coastal Discovery coming up in January and February. Since COVID we are really focusing on wide open spaces and that is where this itinerary project that we will be launching comes in. Right after COVID a lot of the marketing suggested that people do not travel to Cambria on a whim anymore, they want to know what is happening and plan their trip. We have been putting together these draft itineraries that have great suggestions on what to do for a weekend. Research shows that 75% of respondents would prefer to support a local community and culture, even if it costs more. Jim reminded Katie that the Lion's Club sponsors the Cambria Farmers Market. She said she will add that into the description. Katie said that she included some Stewardship related articles in the packet too. Katie confirmed the link currently goes to Highway 1 website "Book now." Cheryl suggested the link go to Cambria's booking engine instead. Katie commended Jessica on the great job they do always responding to media requests and thanked her. There were no questions, she thanked the board. The board thanked Katie.

### **4.3 Marketing Committee Report**

Jessica Blanchfield said that she already went through the combined meeting information, and Scarecrows. One thing she would like to add is that Visit Cambria has a Scarecrow this year. It

is in that bank of scarecrows. Influencers created it during a recent FAM. They named her Cambria. I think they took all the best stuff from the closet. There is a whole Tik Tok on it.

#### **4.4 CBID Update**

*Local Update – October 2022*

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

#### **4.5 CBID Presentation**

CBID CAO Cheryl Cuming said that she would like to give a quick update. Web traffic continues to grow. We had almost 100,000 sessions last month. These are numbers for last month, September. The transition from Highway 1 Discovery Route to Highway 1 Road Trip is going well. She said that they need to get back some of our search positions with that change. She said that the matching fund program will go to the end of this fiscal year, but they are looking at potentially reinvesting that money in other local fund area initiatives. She said they are funding about \$250,000 a year now. She said there is a meeting this Friday, it is a strategic direction meeting at 8:30 with breakfast at the Cambria Pines Lodge and it goes to noon. I look forward to your feedback about that information. It will then be taken back, and they will do a couple of different workshops with much smaller groups, then update the direction accordingly. Cheryl said there was an article in AAA Westways around the new Julia Morgan tour at Hearst Castle. There were eleven pieces of coverage last month.

#### **4.6 Cambria Chamber of Commerce Update**

Lorienne Schwenk had to leave early to return to the office, so no update was given.

#### **4.7 Budget Reports**

*Fiscal Year Ended June 30, 2022:*

*Revenue and Expenses*

*Marketing Budget Expenditures*

*Grant Funding Detail*

*Month Ended July 31, 2022:*

*Revenue and Expenses*

*Marketing Budget Expenditures*

*Grant Funding Detail*

*Month Ended August 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**

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

Move public comment to the beginning of the board agenda.

Human Trafficking Law Compliance for lodging properties, employee training.

### **7. Adjournment**

There being no further business, the meeting was adjourned at 2:27 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant