



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
November 8, 2022

Time: **1:00 p.m. – 2:00 p.m.**

Location: **Cambria Pines Lodge  
Treetop Room**

*If you would like to attend, but cannot attend in person, please contact:  
Admin@VisitCambriaCA.com*

	<b><u>Person</u></b>	<b><u>Time</u></b>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	2 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – October 11, 2022	Pacheco	2 min
<b>3. Public Comment</b> Please limit to 3 minutes per speaker		
<b>4. Discussion &amp; Action Items</b>		
<b>4.1 Eroica California Event Funding Application</b> Eroica California has submitted a funding application to assist with the costs of the 2023 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	10 min
<b>4.2 Cambria Chamber of Commerce</b> The Board will discuss the Cambria Chamber of Commerce, including amounts contributed to the organization; their emailed/forwarded response to constituents; and their future representation of the CTB. The board will vote on any items requiring action.	Pacheco	8 min
<b>4.3 Combined Committee Meeting – Cont'd Retreat Follow Up</b> The Marketing, Event, and Outreach Chairs will update the board on items from the Combined Committees Meeting, including follow up items from the Retreat. The board will discuss and vote on any items requiring action.	Cartwright	8 min
<b>4.4 Future CTB Meetings</b> The Board will discuss the new venue, the meeting schedule, and possible costs for future meetings. The board will vote on any items requiring action.	Pacheco	5 min

## 5. Information Items/Presentations

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|--|-------------|--------|
| <b>5.1 Arthritis Foundation Update</b><br>Shannon Marang Cox will present the Arthritis Foundation's 2022 California Coast Classic Bike Tour Event Follow-up report to the board.  | Marschall   | 6 min  |
| <b>5.2 Marketing Committee Report</b><br>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 |
| <b>5.3 CBID Update</b><br>Local Update – November 2022   | Cuming      | 3 min  |
| <b>5.4 CBID Presentation</b><br>CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.  | Cuming      | 6 min  |
| <b>5.5 Budget Reports</b><br><i>Month Ended September 30, 2022:</i><br>Revenue and Expenses<br>Marketing Budget Expenditures<br>Grant Funding Detail   |             |        |

## 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.  
Location: Cambria Pines Lodge
- 8.2 Event & Outreach Committees Meeting**  
1st Tuesday of each month – 11:30 a.m.  
Location: TBD
- 8.3 Marketing Committee Meeting**  
2nd Tuesday of each month – 11:00 a.m.  
Location: Cambria Pines Lodge
- 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