



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
March 10, 2023

Time: **1:00 p.m. – 2:05 p.m.**

Location: **Cambria Pines Lodge
Treetop Room**

To Attend Virtually Click:

<https://us06web.zoom.us/j/83732840557?pwd=ak9GMTRKSHZoVVJQSXIPUDBqcFVvQT09>

Meeting ID: **837 3284 0557**

Passcode: **911167**

	<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 – January 26, 2023	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker		
4. Discussion & Action Items		
4.1 TRPR Maintenance Funding Application The Beautify Cambria Association has submitted a funding application to pay for the 2023 maintenance of two TRPRs. The Outreach Committee will give a recommendation and the board will discuss and vote on approval.	Bahringer	3 min
4.2 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
4.3 Marketing Partner Request for Proposal Timeline A Request for Proposal process for the CTB Marketing Partner must be completed prior to the July 1, 2023 current marketing contract renewal date. The board will discuss the process and vote on approval of any action needed.	Pacheco	6 min

5. Information Items/Presentations

- 5.1 *Human Trafficking and the Lodging Industry*** Osterhage 10 min
Dr. Judy Osterhage will give a presentation on human trafficking in the lodging industry, and preventative measures and requirements.
- 5.2 *Scarecrow Festival Follow-up Report*** Ufferheide 10 min
Paulla Ufferheide will present the Scarecrow Festival Follow-up Report for the 2023 event.
- 5.3 *Marketing Committee Report*** Blanchfield 10 min
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.
- 5.4 *CBID Update*** Cuming 2 min
Local Update – March 2023
- 5.5 *CBID Presentation*** Cuming 8 min
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.
- 5.6 *Cambria Chamber of Commerce Update*** Schwenk 6 min
Lorienne Schwenk will give an update to the board on any pertinent Chamber matters, including the Art & Wine Festival Follow-up Report.
- 5.7 *Budget Reports***
Month Ended January 31, 2023:
Revenue and Expenses
Marketing Budget Expenditures
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 *Marketing, Event & Outreach Committees Meeting***
2nd Tuesday of each month – 11:30 a.m.
Location: Cambria Pines Lodge
- 8.3 *Deadline for Agenda Items to be sent to the Managing Assistant***
3rd Friday of the month preceding meeting date
- 8.4 *CBID Board Meeting***
4th Wednesday of the month