



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
April 25, 2023

Time: **3:30 p.m. – 4:50 p.m.**

Location: **Cambria Pines Lodge  
Treetop Room**

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	2 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – January 26, 2023	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 TRPR Maintenance Funding Application</b> 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	5 min
<b>4.2 Light Station Lens Enclosure Restoration Funding Application</b> 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	8 min
<b>4.3 California Coast Classic Bike Tour Event Funding Application</b> The Arthritis Foundation has submitted a funding application to assist with the costs of the 2023 California Coast Classic Bike Tour event. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	6 min

<p><b>4.4 Cambria Scarecrow Festival 2022 Follow up &amp; 2023 Funding</b>  The Cambria Scarecrow Festival will report on the 2022 event and has submitted a funding application to assist with the costs of the 2023 event. The Event Committee will make a recommendation and the board will discuss and vote on approval.</p>	Marschall	8 min
<p><b>4.5 Marketing Partner Request for Proposal</b>  A Request for Proposal (RFP) for the CTB Marketing Partner was posted and three responses were received. Board members will discuss scores tabulated, the Governance Committee will make a recommendation, and the board will vote on approval.</p>	Pacheco	8 min
<p><b>4.6 May Board and Committee Meeting Dates</b>  The Board will discuss and decide the May board and committee meeting dates and times.</p>	Pacheco	6 min
<b>5. Information Items/Presentations</b>		
<p><b>5.1 Human Trafficking and the Lodging Industry</b>  Dr. Judy Osterhage will give a presentation via Zoom on issues with human trafficking in the lodging industry, and preventative measures and requirements.</p>	Osterhage	10 min
<p><b>5.2 Marketing Committee Report</b>  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.</p>	Blanchfield	10 min
<p><b>5.3 CBID Update</b>  Local Update – April 2023</p>	Cuming	2 min
<p><b>5.4 CBID Presentation</b>  CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p>	Cuming	8 min
<p><b>5.5 Cambria Chamber of Commerce Update</b>  Lorienne Schwenk will give an update to the board on any pertinent Chamber matters, including the Art &amp; Wine Festival Follow-up Report.</p>	Schwenk	5 min
<p><b>5.6 Budget Reports</b>  Month Ended February 28, 2023:  <i>Revenue and Expenses</i>  <i>Marketing Budget Expenditures</i>  <i>Grant Funding Detail</i></p>		
<b>6. Future Agenda Items/New Business</b> 2023-2024 Budget		
<b>7. Adjournment</b>		
<b>8. Informational</b>		
<p><b>8.1 Cambria Tourism Board Meeting</b>  <b>Marketing Committee Meeting</b>  2nd Tuesday of each month  Location: Cambria Pines Lodge</p>		
<p><b>8.2 Deadline for Receipt of Agenda Items</b>  3rd Friday of the month preceding meeting date</p>		
<p><b>8.3 CBID Board Meeting</b>  4th Wednesday of the month</p>		