



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Cambria Pines Lodge
April 25, 2023

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 3:32 p.m.

Members Present

Greg Pacheco
George Marschall
Jim Bahringer
Karen Cartwright
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Patty Rixman, Scarecrow Festival
Paulla Ufferheide, Scarecrow Festival
John Rohrbaugh, Cambriaca.org
Dr. Judy Osterhage
Shannon Cox, Arthritis Fdtn.
Scot Addis, Cambria Lions
Claudia Harmon, Beautify Cambria
John Ehlers, American Legion
Juli Amodei, Cambria Skatepark
Lorienne Schwenk, Chamber
Jill Jackson, CTB MA

2. Consent Agenda Items

Board Meeting Minutes – January 26, 2023

Jim Bahringer moved, and George Marschall seconded, to approve the board meeting minutes of January 26, 2023, as presented. Motion carried unanimously.

3. Public Comment

No public comment was given.

4. Discussion & Action Items

4.1 TRPR Maintenance Funding Application

Jim explained that the Beautify Cambria Association has submitted a funding application to pay for the 2023 sponsorship of two TRPRs. He said that it is a small amount, and the Outreach Committee recommends that it is approved.

George Marschall moved, and Jim Bahringer seconded, to approve the 2023 annual sponsorship of two TRPRs in the amount of \$720, from Outreach Committee budget funds. Motion carried unanimously.

4.2 Light Station Lens Enclosure Restoration Funding Application

Jim explained that the Lions Club of Cambria submitted a funding application to assist with the costs of restoring the lens enclosure. He said this application was a long time coming. Jim said that he hopes everyone on the board had a chance to read the application the Lions Club submitted. They have made a long-term commitment to keep the lens here in Cambria. The Lions have an agreement with the Coast Guard to keep it here. We must get something done to be able to enclose it and protect the lens itself. It is on county property and the Lions have a lease on the

property. Jim introduced Scott Addis. Scott said that the lens continues to be a big draw and it is surprising how many families stop by to see it. The Lions would like to make sure it stays in the community and if we are not able to make effective repairs to the lens enclosure it will be put into storage. He asked for the support of the board. The Light Station association has already paid for all the research and paperwork to get the proposal to make it structurally sound for the five-year period. Greg asked Jim when the lease expires, and he said that it will not be a problem to extend it. Bruce Gibson definitely supports it staying here. Jim said they need to start construction in approximately 17 weeks. Scott confirmed that this is the first half of a two-part project, this will enclose and protect the lens for five years. The stakeholders are still working together and will be advising. The second part is construction of a permanent site. George confirmed that the \$155,000 was just for a temporary five-year period. It could still go back to it could still go back to the lighthouse. George said, I think we need to look at if this is money well spent. Greg asked Scott if the Lions knew how many visitors they get because of the lens. The visits to the lighthouse are capped at 50 a day. Scott said no, there is no way to track how many people show up to look at the lens. The Coast Guard thinks it is worth about \$3 million, and it is a unique thing to have here. George said, there is no concrete data here whatsoever. I do not see the visitation. This money is obtained through a self-assessment approved by the hotels, so our goal is to improve the number of overnight stays. He said, I just cannot see how this is going to cover that. Karen asked if it is historical and such a unique thing, aren't there any other places to get funds other than the tourism board? There is some urgency around the condition of the enclosure the alternative is the Coast Guard will put it in a box and put it into storage in Long Beach. Karen said that she feels like there should be other funding maybe even a community event. Scott said that there is still a second phase, and it will be a much steeper hill to climb for fundraising. George said there are too many unknowns. George agreed he would like it to go back to Piedras Blancas and for people to be able to go on tours there. Greg said there are so many projects that could fulfill our mission, like bike lanes, but I do not believe that this does. George reminded the board that this money is self-assessed, and it is to be used towards tourism and heads and beds. He said, I do not believe that this fits that mission, and it is a very big ask. Greg said he agrees with the significance and historic value but what we are struggling with is making that connection to tourism and overnight stays. George says he believes it is very disappointing that the lens is not there when you go out to see the lighthouse and then they send you back to Cambria. Steve said it is a big ask for a Band-Aid for five years. Cheryl asked if Jim is a member of the Lions. Scott explained that it is two separate groups, the foundation is a separate board. Cheryl said that Jim should abstain based on a possible perceived conflict of interest. Karen asked what would happen if a portion was given, not the entire amount. Scott said he would make the rounds and try to get more funds in order to get the full amount. Steve said that he does not support it as it is currently, maybe it was a lesser amount that they could approve he would consider it but in its present form he would not. Greg said, that is not a motion. Jim had made a motion, but it was not seconded so it failed. Karen asked if she could make a motion for the lesser amount. Jim is going to abstain, because of a perceived conflict of interest. Scott said the essential amount is \$112,000 to get the work done. Greg asked if a lesser amount were approved, would they be able to fund the rest of the needed money?

Steve Kniffen moved, and Karen Cartwright seconded, to approve the Light Station Lens Enclosure Restoration Funding Application in the amount of \$50,000 from Contingency budget funds. 2 in favor: Karen Cartwright, Steve Kniffen; 2 against: Greg Pacheco, George Marschall; 1 abstention: Jim Bahringer abstained due to Lions Club Membership. Motion failed.

4.3 California Coast Classic Bike Tour Event Funding Application

George stated that the Arthritis Foundation has submitted a funding application again this year to assist with the costs of the 2023 California Coast Classic Bike Tour event. He said that their application is in order, they always provide all the necessary follow-up reporting, and they book rooms, quite a few. He said he has a conflict because of his employment with the Lodge. He asked Shannon if she would like to present anything to the board. Shannon reviewed the application and follow up from the prior year with the board, including their 2023 marketing plan and an exhibit of the rooms booked in 2022. They are making a substantial additional investment in marketing for 2023.

Jim Bahringer moved, and Greg Pacheco seconded, to approve the California Coast Classic Bike Tour event funding application, in the amount of \$10,000 from Event Committee budget funds. Motion carried 4 in favor, 1 abstention: George Marschall abstained due to Cambria Pines Lodge employment.

4.4 Cambria Scarecrow Festival 2022 Follow up & 2023 Funding

George explained that the Cambria Scarecrow Festival submitted a funding application to assist with the costs of the 2023 event. He said that the application is complete, and it was submitted in a timely manner. He said it is a great event, the board has funded it for years, but he said I do need to ask about your own efforts to fund the event. Paulla stated they will work to continue to build the Friends Program, but there are a lot of expenses that come from that money. The largest fundraiser takes place at the Lodge. The expenses increase every year, and we fund as much as possible, but are still dependent on the CBID for support. 2022 was a very successful effort, with our survey reporting a minimum of 333 rooms booked. USA Today gave us coverage naming it one of the top fall festivals in the United States.

George Marschall moved, and Steve Kniffen seconded, to approve the Cambria Scarecrow Festival event funding application, in the amount of \$15,000 from Event Committee budget funds. Motion carried unanimously.

4.5 Marketing Partner Request for Proposal

Jessica Blanchfield was recused from the meeting. Greg explained that A Request for Proposal (RFP) for the CTB Marketing Partner was posted, and three responses were received. They were included in the board packet with tabulation sheets with each one. Cheryl explained to Steve that this process was required by the county. Greg shared the findings and recommendation of the Governance Committee; Red Bear has a one-person office in Arroyo Grande, but the primary office is located out of state. John Rohrbaugh asked about how the marketing budget is determined and Greg explained that it is an annual process. Jim asked if Greg had a recommendation and he said yes. They recommend that the board continue to contract with Archer and Hound, they have proven themselves. Jessica is probably here more than she is in Fresno. They have put a lot of time and resources into Cambria. Whatever we ask of them they would do, they are responsive, and they lead the way. Greg said what they are doing is working. Karen Cartwright agreed and said all momentum would be lost if the CTB changed companies. Greg said that their pricing was much better than what was offered by the other. Jim Bahringer stated that they are always innovative, and their institutional knowledge is good. He did not see anything in the other proposals that beat Archer & Hound. The tallies were: Red Bear 392; Matchfire 422; and Archer & Hound 500.

Greg Pacheco moved, and Jim Bahringer seconded, to approve Archer & Hound for another two-year contract totaling \$600,000, and as defined in the RFP. Motion carried unanimously.

4.6 May Board and Committee Meeting Dates

The Board discussed and decided to meet on Wednesday, the 24th for May meetings.

5. Information Items/Presentations

5.1 Human Trafficking and the Lodging Industry

Dr. Judy Osterhage gave a presentation via Zoom regarding Senate Bill 970 on human trafficking in the lodging industry, including short term rentals and vacation rentals; and possible required awareness and preventative training. She explained that they can provide assistance with compliance if the bill is passed, including signage and employee training.

5.2 Marketing Committee Report

Jessica Blanchfield gave the board an update, she said most of the board was in the prior marketing meeting. She shared that they have created and are printing 10,000 rack cards for Cycle Central Coast routes. Five thousand will go to the Pismo Beach Welcome Center, free of charge.

5.3 CBID Update

Local Update – April 2023

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

5.4 CBID Presentation

CBID CAO Cheryl Cuming said she did not need to make a presentation. The five-year plan was included in the board packet, and she said, we will be talking about this for years to come. She will review it in more detail at a later date. Jill included the Travel and Leisure article along with the five papers it ran in.

5.5 Cambria Chamber of Commerce Update

Lorienne Schwenk left the meeting prior to this item, so no Chamber update or Art & Wine Festival Follow-up Report were given to the board.

5.6 Budget Reports

Month Ended February 28, 2023:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

The budget reports were provided to the board but not discussed at the meeting.

6. Future Agenda Items/New Business

Jim said that he felt the American Legion July 4 Funding Application should be reconsidered. San Simeon funded their request, even though it was not 120 days prior. George said that Jim was discussing something that does not appear on the agenda. Jim motioned to have it put on a future agenda, Steve said that he would second it. George said that there is a committee procedure to follow. Greg said that he would take Jim's request under advisement.

7. Adjournment

There being no further business, the meeting was adjourned at 5:12 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant