



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Cambria Pines Lodge
June 13, 2023

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
George Marschall
Jim Bahringer
Karen Cartwright
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound (Zoom)
Scot Addis, Pinedorado Lions Fdtn.
John Ehlers, American Legion Post 432
Richard Davega and Gayle Jenkins,
Cambria Pickleball by the Sea, Inc.
Jill Jackson, CTB MA (via Zoom)

2. Consent Agenda Items

Board Meeting Minutes – April 25, 2023

Steve Kniffen moved, and George Marschall seconded, to approve the meeting minutes of April 25, 2023, as presented. Motion carried unanimously.

3. Public Comment

No public comment was given.

4. Discussion & Action Items

4.1 Cambria Pickleball Bleacher Project Funding Application

Jim Bahringer explained that Cambria Pickleball by the Sea has submitted a funding application for their Bleacher Project, in the amount of \$3,384.07. He said that he believes pickleball definitely brings people to town. The Outreach Committee recommends funding the application. Jim asked if Richard Davega wanted to say anything. Richard gave a brief history of the facility and how the sport has grown in popularity. They formed their non-profit in 2015. Besides local and in county members they have out of area members that make it part of their trip to Cambria. There are currently no bleachers, only a picnic table. Gayle Jenkins shared that they also have requests from groups, including wedding parties wanting to use their facility. George said that this is a great tourism related project. He asked if they could supply any visitor data, like emails, etc. Gayle said that they do sign in and they can add that and where they are from. Cheryl and Jessica suggested a sign or banner so visitors could download the travel app. Richard said that they could add a code to the front banner. Jessica said that Scarecrow Festival made yard signs. Greg questioned whether it could be connected with overnight stays. George said it does influence tourism and the sport is very popular.

George Marschall moved, and Karen Cartwright seconded, to approve funding the Cambria Pickleball by the Sea, Inc.'s Bleacher Project funding application in the amount of \$3,384.07 from Outreach Committee budget funds. Motion carried unanimously.

4.2 *Light Station Lens Enclosure Restoration Funding Application*

Jim explained that the application will be revised, the organization should be the Pinedorado Lions Club Foundation. Scot explained that the Foundation is the conduit for financing and is the signature with the Coast Guard. The amount requested should be amended to \$75,000, in order for the CTB to take a leadership role to facilitate further funding. The Light Station Association has said that they will contribute \$25,000 based on the CTB putting in the \$75,000. This will cover five years and then funding for a permanent location will be needed. A similar item could be used with the QR code next to the plaques that could also collect visitor information. Karen suggested matching funds with the Lighthouse Association at \$25,000. Greg agreed and said that he is more comfortable with a \$25,000 sponsorship. \$5,000 per year for the five years. Karen asked Scot if they had pursued funding from other tourism boards or bids. Visit SLO Cal would probably be in support of this type of project. Cheryl agreed.

Karen Cartwright moved, and Steve Kniffen seconded to approve funding \$25,000 to the Pinedorado Lions Club Foundation towards the cost of restoring the Lens Enclosure, contingent upon them meeting their fundraising goal total of \$118,000, from Contingency funds. Motion passed 4 in favor, 1 abstention: Jim Bahringer abstained due to his Cambria Lions Club membership.

4.3 *Picnic in the Park Funding Application*

The American Legion Post 432 has submitted a funding application to assist with the costs of the 2023 Picnic in the Park. Steve said it is a cool event, it definitely brings people to town, and he supports it. George said he agrees it is a cool event, but it totally violates all the standards for event support, its high season, a holiday and historically it is always booked. George stated that \$43,000 has already been given going back many years to 2012. John Ehlers says he feels that "Heads in Beds" our definition for bringing people to Cambria is much too narrow. We have such a great atmosphere; people will come back and stay. It is about introducing them to the magic of our small town. We are trying to create that, and make it memorable and make them want to return. George said that part of the application said failure to hold the fireworks in 2015 reduced occupancy, he disagrees with that. They were fully occupied and the fireworks do not effect that. Jim said that there are going to be 5,000 people at the park. Karen said she has worked so many 4th of Julys and that is why people are here, the fireworks. Karen said it creates memories and it is truly a community event. John said that they have learned a little bit about marketing, and we can sponsor a program with levels of sponsorship, also you can have a table there with all of your own advertising literature. George pointed out that there is even a letter from the county board stating that the American Legion needed to find other funding sources for the event. It has been the same thing every year since 2012. Jim pointed out and Cheryl agreed that it does say an emphasis on off-season, not totally excluding it. Karen brought up that everyone has said it is a soft year and we need any help possible. George said that it is the biggest travel week of the year nationally. Our occupancy is already very strong for that week. Greg said he agrees, records do not support that the event is needed for full occupancy during that week. Jim asked if you could get a higher ADR, and Karen said yes. George said that it is one of the larger amounts overall that we have given an organization, and for a high season event. Other than the Scarecrow Festival, which is a thirty-day off-season event. Steve said that his adage has always been, I am not trying to make money on anybody today, I am trying to make money on them tomorrow. A good experience today, will bring them

back tomorrow. Greg said that he agrees with George, there is a letter from the CBID, and they wanted to know more about their marketing plan and encourage them to seek alternative sources of funding. The following year they did come back, and we did approve funding, but we also allocated a majority of it to Archer & Hound for marketing and so that you could create a fundraising campaign. We did not receive follow-up and it has always been difficult to get follow reports as far as visitor info and stays. John said, we do not sell tickets, so it is difficult to give you that metric. Greg said that we are having trouble staying within the rules of an event, it is a holiday and now it is too late to do any marketing. Greg said he has great respect for the organization but cannot support funding the event. John thanked the board and stated that it is his constitutional right to come back to the board for funding despite the letter sent by the CBID. He said he truly believes in the event, the importance of it, and that everyone benefits from it.

Jim Bahringer moved, and Steve Kniffen seconded to approve funding \$4,500 to the American Legion for the Picnic in the Park application, from contingency funds. Motion passed 3 in favor: Karen Cartwright, Jim Bahringer, Steve Kniffen; 2 against: Greg Pacheco, George Marschall.

4.4 July and August Board and Committee Meeting Dates

Greg said that due to members being busy during summer months, July and August meetings have been cancelled in the past. The only thing that could come up is the Christmas Market Shuttle application. Cheryl said BlendFest, but the event is not until February, so there is plenty of time. Eroica will report back after their event in September. Greg stated that certainly July could be cancelled, but maybe we should put something on the calendar for August. If nothing does come up, we can cancel it.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield said that she wanted to first discuss ARes. She tried to cancel, and they offered to reduce the annual subscription to \$5,000 from \$10,000. Income last year was \$9,680, which was our lowest year to date, so it would more than pay for itself. They have also created a partnership/API through Expedia to receive inventory. George said that Expedia is difficult, they will sell rooms cheaper than the hotel does. There could be revenue from Expedia selling the rooms too, which could also reduce CTB's costs. The Board agreed to continue for one year at \$5,000. Jessica said that they are moving into production for the commercials for Visit Cambria and the app download. Hopefully, the fog will break next week or soon.

5.2 CBID Update

Local Update – June 2023

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

5.3 CBID Presentation

Cheryl Cuming said she wanted to share the report she got from SLO CAL today. She is really proud of the CBID's performance. SLO CAL got 160,000 sessions and we got 100,000, but they spent three million dollars. They get 250 newsletter sign ups a month and we get 1,500. Switching to the Highway 1 brand has made the difference. They have had great PR coverage lately in Travel and Leisure, Conde Naste and 11 pages in Coastal Living Magazine. All 17 BID Bunch members were renewed for another two years. The approved marketing plan is on the website. Greg asked about the matching funds program. Cheryl said that it has been discontinued, but those funds have gone into the LFA Imperative program. Funds utilized for each region are not based on what they put in; all regions are represented the same. Greg asked if more matching marketing funds could be requested over the \$8,000 allotted and Cheryl

said yes. Greg stated that Cambria is approximately 45% percent. Cheryl said she is willing to have a conversation about any opportunities the board would like to pursue.

5.4 Budget Reports

Month Ended April 30, 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

No items were suggested.

7. Adjournment

There being no further business, the meeting was adjourned at 2:33 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant