



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

August 8, 2023

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:02 p.m.

Members Present

Greg Pacheco
George Marschall
Jim Bahringer
Karen Cartwright
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Matthew McElhenie, CCSD Gen Mgr
Juli Amodei, Skate Cambria
Dick Clark and Doug Koerper,
Cambria Historical Society
Lorienne Schwenk, Chamber Director
Mike Arnold, Cambria Christmas Market
Jill Jackson, CTB MA

2. Consent Agenda Items

Board Meeting Minutes – June 13, 2023

George Marschall moved, and Steve Kniffen seconded, to approve the board meeting minutes of June 13, 2023, as presented. Motion carried unanimously.

3. Public Comment

No public comments were given.

4. Discussion & Action Items

4.1 Cambria Art & Wine Festival Funding Application

George said the Cambria Chamber of Commerce has submitted a funding application to assist with costs of the 2024 Cambria Art & Wine Festival. The amount is \$10,000 of the overall \$51,000 budget for the event. He said it is the same application we get annually, and the numbers all add up. Lorienne said that her request amount has gone up, but as everyone knows, all costs have gone up. She has already sold almost half of the VIP tickets. Artists are clamoring to sign up. It is going to be a good one. She said that she would like to expand the event to San Simeon but has not applied for funding from them yet. She has considered adding an event, maybe on Thursday. Jim agreed that it is a great event that he supports. George said that he recommends the board funds the application. Cheryl confirmed that the CTB has funded approximately \$30,000 for the event in prior years.

Jim Bahringer moved, and Karen Cartwright seconded, to approve the Cambria Chamber of Commerce 2024 Art & Wine Festival funding application, in the amount of \$10,000 from Event Committee budget funds. Motion carried unanimously.

4.2 Cambria Skatepark Funding Application

Jim said that the Outreach Committee reviewed the Cambria Community Services District funding application to assist with the cost of rebuilding the Cambria Skatepark. It is an expensive project, but the \$47,500 will help them get started. Jim said he would like the amount earmarked for the bathroom within the Skatepark. George questioned why the cost of the overall project has increased so much since the initial application. Juli explained that in order to submit for the OCAL matching grant they had to show the district that they already had at least \$600,000 in their care. Juli believes it is an overstated amount. Matthew explained that county requirements added \$500,000. If they are not awarded the grant, then the CCSD is still committed to getting the county required public works projects completed. George asked if water permits were confirmed, and Juli and Matthew said yes and reassured him that it was beyond possible appeals. Cheryl confirmed that the county and Bruce Gibson have not contributed any funds. Greg said that he thinks it is a great project, but still does not agree that it has a connection to tourism. George agrees it is a great project, but he has the same problem connecting to tourism. Steve said that he believes if the CCSD was building just a bathroom in that spot that the CTB would contribute. He said that there is no more important tourism infrastructure than public bathrooms. He thinks the CTB should fund the bathroom in the center of town. Matthew added that they are currently working to move the EV Stations in front of the Vet's Hall. He will check about bus parking there. He confirmed either late 2024 or early 2025 for final matching grant approval and disbursement. He said that it is all one project, the bathrooms cannot be started prior to the park. He is not expecting to receive the matching grant and is committed to moving forward either way. Cheryl reminded everyone that the Infrastructure Grant requires the project to be completed within one year of funding. She confirmed that the CTB could request that the county hold distribution of funds to extend the deadline date. Juli confirmed that Pacifica donated \$5,000 to the project because they do believe it is a tourism draw.

Steve Kniffen moved, and Karen Cartwright seconded, to approve the Cambria Skatepark funding application, in the amount of \$47,500 for the public restroom, from Capital Reserve budget funds. Motion carried 3 in favor, 2 against: Greg Pacheco and George Marschall.

4.3 Santa Rosa Schoolhouse Museum Funding Application

Jim stated that the Cambria Historical Society submitted a funding application to assist with the costs of the Santa Rosa Schoolhouse Museum and Educational Center project. They need to run sewer and water and that is the focus. He said it is a huge attraction, he lives across the street and sees multiple people stop daily to take pictures of it and with it. It is at one of the entrances to our one street town. Doug said that Melody has access to more records about visitors and programs, but she could not attend today. Jim said that her submitted application is very thorough and has detailed quotes included. George asked about the asphalt work. Doug answered it is about three feet and all permitted. The rest of the driveway is red rock. The sidewalk will be concrete. George asked if the water meter is approved and cannot be appealed. Jim confirmed they have a fifty-year lease. Dick said that the CCSD has approved a third of a unit allocation. George pointed out that the Coastal Commission just turned down someone with a water meter for building their house. It may cause issues if you are allowed to proceed with your project. He said he loves the Historical Society, the Museum and everything they do. He explained that it is not about how he feels about the project. It is about following the rules set out for the board. Greg said that he feels the same about this application as the last. They are great projects for the community, but he fails to see the value to tourism. George said that there are guidelines and a mission statement set out for the board to follow. Cheryl said that approving this would absorb 50%

of the Capital Reserves it took several years to build, and in the first month of the new fiscal year. What else may come in the future needs to be considered with committing this much. Greg said that with Highway 1 closed and a softening market, \$50,000 would be better utilized on marketing to get through the winter and next spring. George agreed, the International Market is severely down. Jim asked for examples of Infrastructure projects other LFA's have funded. Cheryl shared that the Avila Beach Board utilized funding to create an outdoor space at their aquarium. It became a small event and educational venue. George confirmed that there are a total of six acres available for the Schoolhouse and parking. Jim Bahringer moved to fund the application for the full amount. No one seconded it. Karen said she would like to compromise and fund half the request, thereby retaining more of the Capital Reserves the board has accrued and not expending 50% of it in the first month of the new fiscal year.

Karen Cartwright moved, and Steve Kniffen seconded, to approve the Santa Rosa Schoolhouse funding application, in the amount of \$23,250 from Capital Reserve budget funds. Motion carried 3 in favor, 2 against: Greg Pacheco and George Marschall.

4.4 Christmas Market Shuttle

The Board discussed options to provide shuttle service to Moonstone Beach Drive for the 2023 Christmas Market and decided that Steve, as a Chamber Board Member, would discuss applying at their next meeting. It is a zoom meeting. Greg will attend too. Jill will create a draft funding application that the Chamber Board can review, and upon approval, sign and submit. Mike Arnold said that he hoped to get the shuttle service provider to work on the price and reduce it to under \$50,000. Karen suggested two shuttles instead of the quoted three. Greg stated that if needed a special meeting could be called for the CTB to vote on the funding application and Cheryl agreed.

The Board agreed Steve would address at the next Chamber meeting.

4.5 Next Board Meeting

Greg said that he is out of town in September. Jim said he is too. Jill explained that October 10 is only a problem because no meeting rooms are available at Cambria Pines Lodge. Steve offered the Sea Chest as an alternative location. Jill confirmed it would be on a Tuesday and would start at 1:00 p.m. Karen asked about the marketing committee meeting and Jill said she would check on it. She shared that Jessica plans to give a presentation on the results of the current Summer Campaign at the next meeting.

The Board agreed to meet Tuesday, October 10, 1:00 p.m. at Sea Chest.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield could not attend due to illness, so no presentation was given. The monthly recap report was provided to the board, but not discussed at the meeting.

5.2 CBID Update

Local Update – August 2023

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

5.3 CBID Presentation

Cheryl explained that everyone received her report in the board packet. They will be doing some additional advertising this summer as the market softens. It is reflected in the sessions

and users to the website. She said to be conscientious of how that will affect assessment revenue. The Visit SLO CAL resident sentiment study outcome was surprising with an unexpected majority of residents, even in Cambria, supportive of tourism. The next CBID meeting is on August 23. Cheryl confirmed that the financial statement supplied was final for the last fiscal year. No additional adjustments are expected to be made. Jill confirmed that it will create a large adjustment in the next fiscal year.

5.4 Budget Reports

Month and Fiscal Year Ended June 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.

5.5 Committee Meeting Minutes

Marketing Committee Meeting Minutes – April 25, 2023

Governance Committee Meeting Minutes – April 25, 2023

Outreach Committee Meeting Minutes – June 6, 2023

The committee meeting minutes were provided to the board but not discussed at the meeting.

6. Future Agenda Items/New Business

No future agenda items were suggested.

7. Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant