



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

Time: **1:00 p.m. – 2:15 p.m.**

Location: **Sea Chest Restaurant**  
**6216 Moonstone Beach Drive**

	<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 – August 8, 2023	Pacheco	1 min
<b>3. Public Comment</b> Please limit to 3 minutes per speaker	Pacheco	6 min
<b>4. Presentation</b> <b>4.1 Chumash Heritage National Marine Sanctuary</b> Michele Roest, with the Monterey Bay National Marine Sanctuary, will give a presentation on the proposed Chumash Heritage National Marine Sanctuary.	Roest	10 min
<b>5. Discussion &amp; Action Items</b> <b>5.1 BlendFest on the Coast Funding Application</b> The Paso Robles Wine Country Alliance has submitted a funding application to assist with the costs of the 2024 BlendFest event. The Event Committee will give a recommendation and the board will discuss and vote on approval.	Marschall	6 min
<b>5.2 CTB Bylaw Member and Officer Terms</b> The Board will review the member and officer terms defined in the current CTB Bylaws; and discuss and vote on any action needed.	Pacheco	8 min
<b>5.3 Christmas Market Shuttle to Moonstone Drive</b> The Board will discuss the funding application outcome for 2023, discuss a plan for 2024; and vote on any action needed.	Pacheco	6 min

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| <p><b>5.4 Short-Term Rental Workforce Housing Study</b><br/>The Board will review and discuss the report.</p>  | <p>Pacheco</p>     | <p>6 min</p>  |
| <p><b>5.5 Next Board Meeting</b><br/>The Board will discuss date and location for the next Cambria Tourism Board meeting.</p>  | <p>Pacheco</p>     | <p>3 min</p>  |
| <b>6. Information Items/Presentations</b>  |                    |               |
| <p><b>6.1 Marketing Committee Report</b><br/>Jessica Blanchfield will give an activity report to the board, including a special presentation on the completed summer marketing campaign.</p> | <p>Blanchfield</p> | <p>15 min</p> |
| <p><b>6.2 CBID Update</b><br/>Local Update – October 2023</p>  | <p>Cuming</p>      | <p>2 min</p>  |
| <p><b>6.3 CBID Presentation</b><br/>CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p>                                | <p>Cuming</p>      | <p>10 min</p> |
| <p><b>6.4 Budget Reports</b><br/>Months Ended July 31, and August 31, 2023:<br/><i>Revenue and Expenses</i><br/><i>Marketing Budget Expenditures</i><br/><i>Grant Funding Detail</i></p>     |                    |               |
| <b>7. Future Agenda Items/New Business</b>   |                    |               |
| <b>8. Adjournment</b>  |                    |               |
| <b>9. Informational</b>  |                    |               |
| <p><b>8.1 Cambria Tourism Board Meeting</b><br/>2nd Tuesday of each month – 1:00 p.m.</p>  |                    |               |
| <p><b>8.2 Outreach Committee Meeting</b><br/>1st Tuesday of each month - TBA</p>   |                    |               |
| <p><b>8.3 Marketing and Event Committees Meeting</b><br/>2nd Tuesday of each month – 11:30 a.m.</p>  |                    |               |
| <p><b>8.4 Deadline for Agenda Items to be sent to the Managing Assistant</b><br/>3rd Friday of the month preceding meeting date</p>  |                    |               |
| <p><b>8.5 CBID Board Meeting</b><br/>4th Wednesday of the month – 12:00 p.m. at Cambria Pines Lodge</p>  |                    |               |