



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Sea Chest Restaurant
October 10, 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

Jessica Blanchfield, Archer & Hound
Michele Roest, NOAA
Paulla Ufferheide, Scarecrow
Jamie Guzman, BlendFest
Joel Peterson, BlendFest
Stephanie Vassigh, Scarecrow Fest.
Jill Jackson, CTB MA

2. Consent Agenda Items

Board Meeting Minutes – August 8, 2023

Jim Bahringer moved, and George Marschall seconded, to approve the board meeting minutes of August 8, 2023, as presented. Motion carried unanimously.

3. Public Comment

Jim asked about the Schoolhouse application. Cheryl explained that it was turned down because currently the focus is on local school children visiting it and not tourism. Jim stated that it is a large project, and they need funding to get started.

Paulla Ufferheide shared an update on the Scarecrow Festival and new features on the website. Their documentary will be showing all month on Fridays, Saturdays, and Sundays at 1 and 3 p.m. at CCA. It is free.

4. Presentation

4.1 Chumash Heritage National Marine Sanctuary

Michele Roest, with the Monterey Bay National Marine Sanctuary, gave a presentation on the proposed Chumash Heritage National Marine Sanctuary. She handed out brochures to the board and projected the same information on a screen. The southern border of the sanctuary comes all the way down to Fiscalini Ranch. Sanctuaries are rare, their purpose is to protect America's underwater treasures, like the Yellowstone of the sea. In 2015 a group of indigenous representatives from the Northern Chumash Tribal Council proposed a new sanctuary that would protect much more of San Luis Obispo waters. It is designed to protect the historic relationship the Chumash and other indigenous people along the coast have had with the sea. There are artifacts, there are dwellings and villages that are actually under sea level now because sea level was lower 10,000 years ago. This is being proposed to protect the heritage of the Native American culture in our area, as well as protections from offshore oil, sea floor exploration, dumping and damaging. She pointed out the gap left between the sanctuaries is for a possible

wind farm. She explained that as residents we have a right to voice our opinion. She said that the public comment period opened the day after the announcement that the Biden Harris administration proposed a new Chumash Heritage National Sanctuary off the California coast. The public input process closes on October 25th. She showed how to enter public comment on the website, write letters or attend the public comment meeting virtually on October 12.

5. Discussion & Action Items

5.1 BlendFest on the Coast Funding Application

George said that the Paso Robles Wine Country Alliance submitted a funding application to assist with the costs of the 2024 BlendFest event. He said it was discussed during the prior committee meeting and he wanted the full board to discuss it. He introduced Joel Peterson and Jamie Guzman. Jamie said that this is her first year spearheading the event, so Joel will start. He said, thanks for having us come back for the eighth year to the coast. He said it is a good partnership for Paso wines and Cambria lodging tourism. Last year was a "Half a Blendfest." The crazy weather was a problem. Their partners at Ocean Point Ranch advised them to cancel the grand tasting. They could not risk possible damage to the lawn. Jamie said that the good news is that the attendees understood and still came to the coast and hung out and stayed in hotels. This year there is money in the budget for a tent in case there is crazy weather again. Joel said that Jamie is busy working on the event already, including an excursion to the lighthouse, the blending seminar, and the grand tasting at Ocean Point Ranch. Jamie said that lessons were learned from the experience last year. George said that the Event Committee is recommending funding the application.

Karen Cartwright moved, and Jim Bahringer seconded, to approve the Paso Robles Wine Country Alliance 2024 BlendFest event funding application, in the amount of \$10,000 from Event Committee budget funds. Motion carried unanimously.

5.2 CTB Bylaw Member and Officer Terms

Cheryl reviewed the member and officer terms defined in the current CTB Bylaws. She said that she is getting input for the county from all the local boards. The hope is to change it to one consistent set of bylaws for all the local boards. Cheryl suggested, as an example, that if no one else volunteers to take over the Chair position that the current Chair then be allowed to continue in the position. That needs to be clarified. Cheryl said that so far what she has heard is a desire to make the board member terms four years with no limit; and officers serve two, two-year terms, including the part about an additional term if no one else volunteers. No action is needed by the board. Cheryl will come back with input from other boards, and county counsel and administration. Jill confirmed that no officer or member term changes are currently necessary.

5.3 Christmas Market Shuttle to Moonstone Drive

Greg shared that this item is an update. He said first, he would like to thank Steve for bringing it to the Chamber board. Steve said that he actually enjoyed the conversation, but is disappointed that it was on zoom, a physical meeting is just an easier way to convince people. Cheryl will look into whether SLO Safe Ride could directly apply for CTB funding. The County is reviewing policy and she can check. Greg said that he was disappointed with the Chambers vote, after all of the support provided to them by the CTB. Jim suggested the Lions. Greg said something could be planned for January or February for 2024.

5.4 Short-Term Rental Workforce Housing Study

Cheryl said that she could summarize the report. The original reason why the study was done and funded was because of the potential conversation of putting a fee on vacation rentals to fund an affordable housing initiative in the future in San Luis Obispo. The nexus someone had made is that if we had less short-term rentals, we would have more affordable low-income housing. However, in the end, that is not the case. Cambria has a comparatively large share of the housing units devoted to STR's. 4.6% of the housing units here in Cambria are short term rentals, however Cambria also largely has oceanfront communities with \$1,000,000 homes.

5.5 Next Board Meeting

Jill explained that Edgar from Cambria Pines Lodge confirmed that November 14th is available. George said he will not be present for the meeting.

6. Information Items/Presentations

6.1 Marketing Committee Report

Jessica Blanchfield said that she has a special presentation on the summer campaign, but she said since we have not met in a while, she has a few things to go over first. The Cambria Lawn Bowls web page is live. They have created a landing page on VisitCambria.com that links to lodging and activities in Cambria. Next up we are working to promote Pickleball. It is the hottest new sport. They have already collected assets to utilize and will now connect with the Secretary of the board. Paulla shared that an alien has come to Cambria to plan Pickleball. She reviewed the Weddings page and how it has been updated. It also links to a resource page that includes venues, cakes, photographers. Jessica continued that they sponsored a big influencer trip and started a projected presentation. In mid-September she said they hosted four California based influencers, their specialties were varied, from family travel to art, food, and wine. They curated activities or itineraries for each of them. She said that Cambria got great exposure with these women because of their influence in their communities, but also their ability to give us assets that we wanted and can continue to use. We reached 160,000 with their posts alone. Videos views and shares were impressive. The ripple effect is significant. Cost for what was received is calculated, it was a really nice payoff. Jessica said that now she would review the big summer campaign. She started by showing some of the assets, this is the main commercial that we ran. It can all be tracked. Next she shared the digital created, including a countdown clock to the end of summer. Because not as many of the over 100-degree days happened, we adjusted some of the Meta funds into our programmatic buys and you will see that worked out really well. There was \$70,000 invested in programmatic marketing and almost \$12,000 worth of added value was secured. It was applied 50/50 into Connected TV and Display. She shared a couple of things that we still see residual results from are we are able to target and identify twenty-six data points and then track visitors. They had eleven conversions, and then an additional five more. There will continue to be a residual effect that can be tracked. The video completion rate ranked higher than the national tourism average, by over 3% at over 99% completion. Connect TV ran on Hulu, Discovery and HGTV. Hulu allows less tracking and access, so outcome numbers are limited, unlike Hulu and Discovery. She continued with some highlights, impressions were over 6,600,000 and conversions 1,200. They are able to see where people are watching from. Fresno was the largest followed by Bakersfield and Modesto. She explained that they identified third party data which tracks interests, spending, etc. and from this they can predict what they are likely to do. They identified audiences to target from this data. Best performers were "Beach vacation," "Beach and wine," and "Wineries." Additional mined data gives us insight on how we might be able to appeal to them with social media posts or general content. Those groups are history, nature, outdoor enthusiasts and surfing. Another thing that was interesting was the age and gender breakout. It was our target, forty-five plus, exactly who we are trying to reach. Surprisingly we are skewing more on the male side with 51% male and 49% female people clicking on the book now or watching videos. Now moving into display, we have contextual data that is AI generated. What it does is based on the audiences that we pull we use AI to identify pages across the web that have content that they think these people would like and we display on those particular pages. She reviewed report numbers and the breakdown of how they group and track visitors. They broke it into three "moments" romance, magic and discovery. She said that all the things that you saw in terms of our assets were paired with different headlines and imagery to specifically target those types of creatives. She shared the app commercial. People who clicked on the booking page will be retargeted with this. So, as they are thinking about coming into town, they will be targeted with this to download the app. They also have instant experiences currently running. It allows them to scroll through like a mini website for all of those pieces of creative and to different parts of our website. Jill confirmed that the August and September marketing reports were included in the board packet. Greg thanked Jessica for working quickly to implement the summer campaign.

6.2 CBID Update

Local Update – October 2023

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

6.3 CBID Presentation

CBID CAO Cheryl Cuming shared an update. She said the October report included a summary of the 2022-2023 fiscal year. We were happy to see over sixty-one million impressions and twenty-six million social media impressions through paid efforts. The SEO continues to do well, we had over twelve million organic SEO impressions and distributed over 2 1/2 million e-mails. The e-mail subscriber rate is at almost 110,000, averaging 112 people a day. She said that two hundred leads are generated daily from that and over four hundred of our web pages rank within Google top 3 or 4 searches around Highway 1, Highway 1 road trip, or wine or wheels, or whatever you want to do on Highway 1. It continues to be closed and it sounds like sadly it may not reopen until next summer. We focus on this stretch of Highway 1 and all of the things to do. As mentioned earlier we got some great coverage for the Scarecrow Festival in Women's Day magazine. Also, it is not on this report but Smithsonian Magazine will publish a really nice piece on the North Coast and elephant seals. Forbes did something about cruising on Highway 1. We are getting some really top-notch publication attention. The branding thing we will talk about later. You have received the survey, it closes tomorrow and we would love your feedback. August and September were soft, October feels better so we will be watching that. Do not hesitate to let her know of any concerns you may have about it going forward.

6.4 Budget Reports

Months Ended July 31, and August 31, 2023:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

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

7. Future Agenda Items/New Business

No future agenda items were suggested.

8. Adjournment

There being no further business, the meeting was adjourned at 2:25 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant