



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
December 12, 2023

Time: **1:00 p.m. – 1:45 p.m.**

Location: **Cambria Pines Lodge
Treetop Room**

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	2 min
2. Consent Agenda Items Board Meeting Minutes – October 10, 2023	Pacheco	1 min
3. Public Comment Please limit to 3 minutes per speaker	Pacheco	6 min
4. Discussion & Action Items		
4.1 Sparkling Streets Funding Application The Beautify Cambria Association has submitted an Infrastructure and Beautification funding application to fund the Sparkling Streets project. The Outreach Committee will give a recommendation and the board will discuss and vote on approval.	Bahringer	6 min
4.2 Cambria Lawn Bowls Infrastructure Funding Application The Cambria Lawn Bowls Club has submitted an Infrastructure and Beautification funding application to fund an Infrastructure project. The Outreach Committee will give a recommendation and the board will discuss and vote on approval.	Bahringer	6 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will report marketing progress and statistics since the last board meeting, including a review of the Monthly Activity Report.	Blanchfield	12 min

- | | | |
|--|---------------|---------------|
| <p>5.2 CBID Update
 Local Fund Summary – November/December 2023
 Marketing Report – September 2023</p> | <p>Cuming</p> | <p>2 min</p> |
| <p>5.3 CBID Presentation
 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>5.4 Budget Reports
 Month Ended September 30, 2023:
 <i>Revenue and Expenses</i>
 <i>Marketing Budget Expenditures</i>
 <i>Grant Funding Detail</i></p> | | |
| <p>5.5 Committee Meeting Minutes and Reports
 Event and Marketing Committees Meeting Minutes – October 10, 2023
 Event Committee Funding Follow-up Report – 2023 California Coast Classic Bike Tour</p> | | |

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

- 8.1 Cambria Tourism Board Meeting**
 2nd Tuesday of each month – 1:00 p.m. at Cambria Pines Lodge
- 8.2 Outreach Committee Meeting – Determined Monthly**
 2nd Tuesday of month – 11:00 a.m. at Cambria Pines Lodge
- 8.3 Marketing and Event Committees Meeting**
 2nd Tuesday of each month – 11:30 a.m. at Cambria Pines Lodge
- 8.4 Deadline for Agenda Items to be sent to the Managing Assistant**
 3rd Friday of the month preceding meeting date
- 8.5 CBID Board Meeting**
 4th Wednesday of the month – 12:00 p.m. at Cambria Pines Lodge