



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

Treetop Room

April 9, 2024

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 12:59 p.m.

Members Present

Greg Pacheco

Karen Cartwright

Steve Kniffen

Jim Bahringer

George Marschall (via Zoom due to work travel)

CBID

CAO Cheryl Cuming

Guests

Patty Rixman, Scarecrow Festival;

Aerin Ginsberg, Pacifica Hotels;

Mike Arnold, Cambria Christmas Market;

Jessica Blanchfield, Archer & Hound

Advertising; John Nixon, Lions Foundations

(Zoom); Jill Jackson, CTB MA.

2. Consent Agenda Items

Board Meeting Minutes – March 19, 2024

Jim Bahringer moved, and Steve Kniffen seconded, to approve the board meeting minutes of March 19, 2024, as presented. Motion carried unanimously.

3. Public Comment

No public comment was received.

4. Discussion & Action Items

4.1 Christmas Market Shuttles Funding Application

Greg reported that a funding application for the Christmas Market Shuttles was received. He verified that it would fund three shuttles. He continued that it was submitted by the Pinedorado Lions Foundation. John Nixon submitted it and is present. The cost for the shuttles is \$59,780 and an administrative fee of 3% or \$1,793.00 has been added. John confirmed that he was correct. Mike confirmed that the market will run longer this year, 27 nights, through New Years, but closed Christmas Eve and day. Steve asked about where the shuttle stop would be in town. Mike confirmed that the Moonstone Shuttles will alleviate the lines in town. Most shops felt that they benefited from people waiting at the stops. Jim asked about a stop in San Simeon. Mike said that they would not provide that, but the hotels there could get together and pay for one. Greg asked where the stops will be on Moonstone. Mike said that would be left up to the board. Last time the bus stops were utilized, one at Sea Otter, and one at Oceanpoint Ranch. Greg said that it is a large amount, but the consensus is that it will be beneficial for everyone, Moonstone Beach properties and businesses in town. Steve said he can support it if everyone is good with how the budget sits. Jim agreed. Steve asked George how he felt about it, from a budget standpoint, and he said fine. John said he felt the Lions will do an excellent job for the board and the community. The Board members thanked him for his assistance with the project.

Steve Kniffen moved, and Greg Pacheco seconded, to approve the Cambria Christmas Market funding application, as presented, in the amount of \$61,573.00 from Event Committee budget funds. The motion passed with 3 votes in favor; 2 recusals: George Marschall, employment conflict of interest; Jim Bahringer, Lions Club (applicant) membership conflict.

4.2 Managing Assistant Contract Renewal

Greg shared that the next thing on the agenda is the Board's Managing Assistant's contract renewal for Jill. Jim said that he did not see it in his packet. Jill said it should be item #4.2 and then is divided by fiscal year. First is her biennial report for the concluding term, followed by the original scope. After that is a divider for 2024-2026. This has a new format required by the county. It should be the same information, just a different format. Jill explained she had not reviewed it with Cheryl yet. She said all the budget items are included, which was not done before. The reimbursements amount is listed, but only received upon receipt, review, and approval. She said she did not include the annual increase that was in the last contract. She is concerned about the administration costs, the CTB's portion of county costs went up to 55% as the CTB's portion of BID revenues increased. She expressed concern about the overall budget, and perhaps the CBID board feeling that the CTB is spending too much. Jim said he appreciates Jill considering that, but with inflation, there needs to be an adjustment, and she does a good job. Karen said that she agreed. Jim suggested a 1.5% increase each year. Greg agreed and said inflation is probably more than that. Jill thanked the Board members and expressed her gratitude that she may continue in her position, working in and for Cambria.

Jim Bahringer moved, and Karen Cartwright seconded, to approve renewing Jill Jackson's Managing Assistant contract for an additional two-year term, with a 1.5% increase each year; \$45,226.20 and \$45,904.56, respectively. Motion carried unanimously.

4.3 2024-2025 Fiscal Year Budget

Greg said that the Governance Committee met to finalize a budget for the fiscal year ending June 30, 2025. He asked if the gray column is the final budget. Jill confirmed and explained that the purpose of all the worksheets attached is to back up or explain any number in the gray column you may have questions about. Greg read through the budget, for 2025 we are projecting a carry forward of \$249,517.16, and revenue of \$49,000 Air BnB and \$486,800 all other properties. It is pretty much flat to what is expected for this year. Administration is the same at \$90,000. Proposed marketing budget is the same as the prior year, \$400,000, but we have not discussed it yet with anyone, so he offered if Jessica wanted to chime in. He continued that Outreach is \$2,000, Events is \$85,000, both areas were cut. The total expenses will be \$577,000, the Capital Reserve remains at \$202,500 with no additional contribution, and only \$5,800 left for contingencies. Jim commented that \$5,800 is not much. Greg said that he would like Jessica's thoughts on the marketing budget. She said that now that she has the number she will go back, and they will crunch numbers for next month's meeting. She said that there will be changes and new items. She said that one example is they will recommend removing the booking engine and adding Footfall to the budget. Pole Banners will be added to the budget. This year their budget was \$400,000 and they will be underbudget by approximately \$28,000. She said that makes her confident that they will be able to stay within that amount this year and perhaps even have a small contingency. Greg asked about the summer campaign video, should we do something similar again? Jessica responded that there was definitely a payoff, they could account for approximately thirty-five stays. She said that all the numbers look good, she would be conservative and say it is not necessary. She feels the Concierge program could pay off too. Greg said that he would not rule out a summer campaign, we will see how the next few months go. Karen agreed. Jessica said that she will create two budget plans to present, one with a summer campaign and one without. Greg asked if anyone had changes or questions. George said he was disappointed that Capital Reserves were depleted, we may need for marketing if there is a downturn. He said he agreed with the budget.

Greg Pacheco moved, and George Marschall seconded, to approve the budget for fiscal year ending June 30, 2025, as presented. Motion carried unanimously.

5. Information Items/Presentations

5.1 Marketing Committee Report

Greg asked Jessica Blanchfield to report on marketing progress. She said she would give a quick recap. She shared a couple of items they are looking to complete this fiscal year. They are working on rebuilding the app. It will be really nice when done. There will be an API feed from our website to the app. Some of the website will also need to be revised to work with it. Those hours are already accounted for in this fiscal year's budget. In anticipation of cancelling Ares they will need to build out all

the properties on the website. She said they also continue to work with Jill on the Concierge plan development.

5.2 CBID Reports

Local Fund Summary – April 2024

Monthly Roll-up Report – February 2024

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

5.3 CBID Presentation

CBID CAO Cheryl Cuming was not present due to an emergency hospitalization, so no presentation was given.

5.4 Meeting Minutes and Reports

Governance Committee Meeting Minutes – April 3, 2024

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

5.5 Budget Reports

Month Ended February 29, 2024:

Revenue and Expenses

Budget vs Actual

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

Jim suggested that the Board consider a letter of support for the county to fund a list of infrastructure projects at the next meeting.

7. Adjournment

There being no further business, the meeting was adjourned at 1:40 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant