



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)

**Board Meeting Minutes**

Cambria Pines Lodge

Treetop Room

March 19, 2024

**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  
Steve Kniffen  
Karen Cartwright (via Zoom due to illness)

Absent: Jim Bahringer

**CBID**

CAO Cheryl Cuming

**Guests**

Patty Rixman, Stephanie Vassigh, Scarecrow Festival; Claudia Harmon, Beautify Cambria Association; Elaina Jardini, Nathan Ford, Angel Gonzalez, Pacifica Hotels; Mike Arnold, Cambria Christmas Market; Lorie Schwenk, Cambria Chamber, Jessica Blanchfield, Archer & Hound Advertising (via Zoom due to illness); Jill Jackson, CTB MA.

**2. Consent Agenda Items**

Board Meeting Minutes – February 13, 2024

***George Marschall moved, and Steve Kniffen seconded, to approve the board meeting minutes of February 13, 2024, as presented. Motion carried unanimously.***

**3. Public Comment**

Claudia Harmon explained that the Bee, Bird, and Bat Faire will be on Cinco de Mayo this year.

**4. Discussion & Action Items**

**4.1 TRPR Sponsorship Funding Application**

Greg explained that Beautify Cambria submitted a funding application to pay for sponsorship of two TRPRs for 2024. Jim would usually review, but he is not here today, so it has come to the full board. Claudia explained that the TRPRs are very sturdy and have survived two truck hits, however the wood is mottled. She said that they plan to stain them a slightly darker color. They will be refurbishing and replanting the TRPRs.

***George Marschall moved, and Steve Kniffen seconded, to approve the Beautify Cambria TRPR Sponsorship funding application, in the amount of \$720.00 from Outreach Committee budget funds. Motion carried unanimously.***

**4.2 Cambria Scarecrow Festival 2024 Funding Application**

Greg said next is the Cambria Scarecrow Festival funding application. George stated that he sent the application directly to the board, because they did not have a committee meeting. He said that he read over it and it is complete. He commended the Scarecrow Festival on their thoroughness, and quality of work when submitting. The request amount is \$15,000. George offered to let them speak. Patty Rixman said that if there are any questions they are here to answer them and thanked George. She said that Stephanie Vassigh and she would share the presentation. She said that their total budget is \$54,000 and they are requesting \$15,000 from the CTB. She continued that the business rentals and fundraisers account for about 60% of their revenue, the CTB is 30%, and they get an

additional 10% through grants. She said that their goal is the same as the boards, to bring visitors here, and increase the heads in beds. They doubled participation in the Friends Program, which rents scarecrows to businesses, and thirty-five of those were brand new supporters. Their goal this year is to get the out of towners here and get more local business support and participation. Their third target is to get more tour buses here. They had three tour buses come last year. They guided the tours and that is how they are marketing it; they will make it fun. They will continue their normal marketing and social media, which has been huge for them. George asked if there were any questions. Cheryl verified the amount and if they are requesting funds from the San Simeon board. Patty said yes, \$4,500.

***George Marschall moved, and Steve Kniffen seconded, to approve the Cambria Scarecrow Festival funding application, as presented, in the amount of \$15,000 from Event Committee budget funds. Motion carried unanimously.***

#### **4.3 Christmas Market Shuttle**

Greg said next is the Christmas Market Shuttle. He said it is important that we keep moving it along. He said that at the last meeting a non-profit that could facilitate funding was discussed. Steve had suggested Oddfellows. Steve said that he was working with Jim for the Lions to apply. Mike also put Greg in touch with Bridgette at Hart. Mike said that they could do it, but would not be upset if the CTB went with a different non-profit. Greg encouraged the board to make a choice. He said it is preferable to be a local organization. John Nixon said that he could submit the application for the Lions, but will need more information. It seems very different from Scarecrow Festival. He said that the Lions have a large membership and sound fiscal management, both the Club and the Foundation. Greg explained that the money would simply funnel through to SLO Ride. Cheryl said they would need to sign the contract with SLO Ride. Jill asked Cheryl to clarify the follow-up reporting that will be required from the Lions. Cheryl agreed, she said that the Lions can utilize the number of Market attendees, and how busy the hotels or restaurants are to satisfy this requirement. The county does put it on file, and everyone is obligated to do it. Mike suggested that SLO Ride submit a head count every night. The board agreed that would work well. John said that the Lions are no strangers to writing reports. He said that they hold funds for other groups, as a 501c3. Like the Lighthouse and scholarship funds. They have experience with that as well. Jill said that Jim had suggested the Lions charge a 3% fee, which would be approximately \$1,800. Greg and Cheryl agreed that was reasonable for the time spent, and liability assumed. Cheryl agreed that the Board of Supervisors will need to approve because of the amount. The board agreed that the Lions should file the funding application with a 3% fee included. Cheryl said one thing that would be great to report on is how the lodging properties involved feel about the benefit of the shuttles. Jill will assist the Lions in completing the application. Greg said he would like the application before the board at the next meeting in April.

### **5. Information Items/Presentations**

#### **5.1 Cambria Chamber of Commerce Update**

Lorienne Schwenk gave an update about the Chamber, she said that it is a rebuilding year. There will be a lot of new things, including events, like the Jade Festival. They will continue the Art & Wine Festival as it is really their star event. She said that the Chamber increased by thirty-one members last year. They have a new chair, Oz Barron. The Chamber has created subcommittees. Lorienne reviewed the Art & Wine Festival Follow-up Report. Everyone loved the passports. KT and Bob broadcasted from the festival and thanked sponsors on air. She said that she will return with an application for next year within the next two months. Lorienne confirmed that she is growing the event, they added a lot more crafts and two concerts. They tried to have a star gazing event, but it got too cloudy. They will continue to work on this.

#### **5.2 Marketing Committee Report**

Jessica Blanchfield gave a brief update to the board. She said that they have continued the app build out with Simpleview, including passports that have a point system. They are in approval with IOS and Android. Hopefully, she can share the approval at the next meeting. We are working through the Cambria Concierge, including the venues so we can then insert ourselves. The two items we are seeking to accomplish with this, one make sure they book their event here in Cambria and most importantly, their lodging. She is still working on the banners to promote the app. That will probably

be part of next year's budget, as well as Footfall. She shared that with that software they could geofence each property for the Christmas Market and identify where people are staying.

### **5.3 CBID Reports**

Local Fund Summary – March 2024

Tourism Trends 2024

*The reports were provided to the board and Cheryl noted highlights during her presentation.*

### **5.4 CBID Presentation**

Greg asked Cheryl Cuming if she had an update. She said the monthly report was included in the board packet. She reported that website traffic continued to be strong with 55,000 sessions, almost 500,000 page views. Social media expanded and the Wildlife Tips was hugely popular in January and February. They were able to add 17,000 people to their email through the Wildlife Map. She said there are some travel trends in the document she shared with the board and was included in their packets, overall, they believe travel in California will be up.

### **5.5 Committee Meeting Minutes and Reports**

Marketing Committee Meeting Minutes – February 13, 2024

Event Committee Funding Follow-up Report – 2024 Art & Wine Festival

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

### **5.6 Budget Reports**

Month Ended January 31, 2024:

*Revenue and Expenses*

*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**

2024-2025 Budget

## **7. Adjournment**

There being no further business, the meeting was adjourned at 1:43 p.m.

Respectfully submitted,

Jill Jackson

Managing Assistant