



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

Treetop Room

June 11, 2024

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
Karen Cartwright
Jim Bahringer
Steve Kniffen
George Marschall

CBID

CAO Cheryl Cuming

Guests

Stephanie Vassigh, Scarecrow Festival;
Daniel Brown, Zebra Radio Project;
Lorienne Schwenk, Cambria Chamber;
Jessica Blanchfield, Archer & Hound;
Jill Jackson, CTB MA.

2. Consent Agenda Items

Board Meeting Minutes – May 14, 2024

George Marschall moved, and Karen Cartwright seconded, to approve the board meeting minutes of May 14, 2024, as presented. Motion carried unanimously.

3. Public Comment

No public comment was received.

4. Discussion & Action Items

4.1 Archer & Hound Scope and Funding

Greg said that the first item is approval of the Archer & Hound Scope of Work and additional funding for 2024-2025. Jessica prepared the new Scope of Work (SOW) and budget required by the County now. Cheryl explained that the original RFP provided by the County listed the total contract as \$600,000. She continued that the County is requiring different procedures that have not been required before. She questioned if the board would want to budget more than the \$200,000 for possible summer or Highway 1 opening campaigns. Jessica explained that the summer campaign is included in this fiscal year's budget. George asked if they could increase it. Greg said that the budget for next fiscal year would need to be changed. Jim said that he would like it to stay at the \$200,000 increase. Cheryl explained that this will be a new contract, not an amended one. The current \$600,000 budget runs out in October, so the new contract will span November 2024 through June 2025 and total \$200,000. Jim motioned to approve the scope of work Archer & Hound submitted. He amended the motion to also include the additional funding of \$200,000 for 2024-2025.

Jim Bahringer moved, and George Marschall seconded, to approve the Archer & Hound Scope of Work and Budget in the amount of \$200,000 for November 2024 through June 2025 marketing services. Motion carried unanimously.

4.2 Sole Source Letter and Non-Competitive Bid Form

Cheryl explained that the Sole Source Letter and Non-Competitive Bid documents are required by the County to avoid triggering an RFP, because of the amount. The Scope of Work, Budget, Sole Source Letter, and Non-Competitive form will be submitted as a packet to the County, with your approval minutes. Jill stated the letter and completed form are included in the board's binders under 4.2.

Jim Bahringer moved, and George Marschall seconded, to approve the Sole Source Letter and Non-Competitive Bid Form, as presented. Motion carried unanimously.

4.3 CTB List and Letter of Support for Infrastructure Funding

Jim asked the board to table the matter for a future meeting, in the new County Fiscal Year.

4.4 Capital Reserve Account

Greg said that the next thing on the agenda and it is a subject that comes up frequently is the Capital Reserve account. Cheryl said Capital infers it is to be used in a Capital or large, specific project. She shared some of the projects other LFAs have done. Cayucos Vets Hall and Beach Access. San Simeon funded the large Welcome Sign. She said that she can update and supply the list for all of the projects that have been funded to date. Contingency funds are more for immediate funding needed, like additional marketing. Steve would like to focus on one project. Board members will look for projects and discuss at a future meeting. Jim said the funds should be spent.

4.5 July and August Meetings

Greg said that the next agenda item is July and August meetings. Everyone is available to meet on July 9, except Cheryl. The August 13 meeting will be reserved to discuss possible Capital projects; and board direction and goals.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield updated the board. She said we are working with Jill right now on the newest updated constituent list from the County. The other thing that we are doing is building out the passport on the app like we talked about and that will be part of the summer campaign. Lastly, we are building out our summer specials, per our last discussion. She is pleased with it, she shared that the Specials page is now live. She said, Greg, if you would like to send us any of your summer specials, we sure would like to include them. Jill explained that she has contacted Audrey a couple of times for them and is waiting to hear back. Jessica said that she is assuming this will continue to grow. Everyone who has given us summer specials is being promoted and that is the additional campaign funding for the summer.

5.2 CBID Reports

Local Fund Summary – June 2024
The report was provided to the board.

5.3 CBID Presentation

CBID CAO Cheryl Cuming shared the monthly report, the Beautification and Infrastructure list that she was mentioning before, the totals funded are on the report by region. There have been almost 60 projects totaling almost \$340,000 and 26 of them have been in Cambria at a cost of approximately \$100,000. She also noted even though we only have one new hotel in the seven regions, we had a 57% increase in revenue, SLO had a 35% increase with four new hotels; Pismo had a 54% with four new hotels. She said that she feels really good about the fact that the marketing effort that we are all making together is obviously a success. She shared that they got a super cool piece of coverage in AARP about EV Friendly Road Trips for the Summer. Cayucos, San Simeon, Cambria, and Avila were highlighted. She said their numbers continue to do really well, at just over 300,000 total page views for the month and over 100,000 sessions to the website. Greg commented on the San Simeon Infrastructure funding amount. It is about

the same as Cambria. Cheryl said that she would supply a list of those projects. She said that she knows it includes the large Welcome sign into San Simeon, which was expensive.

5.4 Meeting Minutes and Reports

Marketing Committee Meeting Minutes – May 14, 2024

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

5.5 Budget Reports

Month Ended April 30, 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

None suggested.

7. Adjournment

There being no further business, the meeting was adjourned at 1:52 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant