



CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 Strategic Planning Retreat
 August 13, 2024

Time: **1:00 p.m. – 2:00 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 – June 11, 2024 | Pacheco | 2 min |
| 3. Public Comment Please limit to 3 minutes per speaker | Pacheco | 6 min |
| 4. Discussion & Action Items | | |
| 4.1 Cambria Art & Wine Festival Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with costs of the 2025 Cambria Art & Wine Festival. The Event Committee will make a recommendation and the Board will discuss and vote on approval. | Marschall | 6 min |
| 4.2 Christmas Market Shuttles The Board will discuss and vote on approval of shuttle stops and access for lodging guests. | Pacheco | 6 min |
| 4.3 Marketing Committee Report Jessica Blanchfield will review marketing statistics and answer any board member questions on the July Activity Report. | Blanchfield | 8 min |
| 4.4 Board Strategic Planning The Board will discuss, define, and vote on long-term vision, goals, and projects for the CTB. | Pacheco | 30 min |

5. Information Items

5.1 CBID Reports

Local Fund Summary – July 2024

5.2 Budget Reports

Fiscal Year Ended June 30, 2024:

Revenue and Expenses

Budget vs Actual

Marketing Budget Expenditures

Grant Funding Detail

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 Marketing Committee Meeting

2nd Tuesday of each month – 11:30 a.m. at Cambria Pines Lodge

8.3 Deadline for Agenda Items to be sent to the Managing Assistant

3rd Friday of the month preceding meeting date

8.4 CBID Board Meeting

4th Wednesday of each month – 12:00 p.m. at Cambria Pines Lodge