



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
October 8, 2024

Time: **1:00 p.m. – 1:55 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 – August 13, 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 Board will discuss and vote on approval.	Marschall	5 min
4.2 BlendFest on the Coast Funding Application The Paso Robles Wine Country Alliance has submitted a funding application to assist with costs of the 2025 BlendFest event. The board will discuss and vote on approval.	Marschall	5 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.	Blanchfield	10 min
5.2 CBID Reports Local Fund Summary – October 2024	Cuming	2 min
5.3 CBID Presentation CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.	Cuming	8 min

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| 5.4 <i>Piedras Blancas Lens Enclosure Restoration Update</i>
The Cambria Lions Club will give an update on the Lens Enclosure Restoration project to the board. | Bahringer | 5 min |
| 5.5 <i>CCSD PROS Committee Update</i>
The CCSD PROS Committee will update the board on park plans for East Fiscalini Ranch. | Kniffen | 5 min |
| 5.6 <i>Cambria Chamber of Commerce Update</i>
Steve Kniffen will update the board on pertinent Chamber matters, including an introduction of the new Director. | Kniffen | 5 min |
| 5.7 <i>Budget Reports</i>
Month Ended August 30, 2024:
<i>Revenue and Expenses</i>
<i>Marketing Budget Expenditures</i>
<i>Grant Funding Detail</i> | | |

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 – 9:00 a.m. at Cambria Pines Lodge