



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
August 13, 2024

**1. Call to Order**

The meeting was called to order by Board Vice-Chair George Marschall at 1:02 p.m.

**Members Present**

George Marschall  
Karen Cartwright  
Jim Bahringer  
Steve Kniffen

Absent: Greg Pacheco

**CBID**

CAO Cheryl Cuming

**Guests**

Aerin Ginsberg, Katelyn Brandt, Cambria Collection; John Nixon, Lions Foundation; Mike Arnold, Cambria Christmas Market; Jessica Blanchfield, Alycia Gonzales, Archer & Hound; Jill Jackson, CTB MA.

**2. Consent Agenda Items**

Board Meeting Minutes – June 11, 2024

*Jim Bahringer moved, and Steve Kniffen seconded, to approve the board meeting minutes of June 11, 2024, as presented. Motion carried unanimously.*

**3. Public Comment**

George Marschall shared that Matt Masia passed away. It is a big loss for all of us, especially in hospitality, he was a great guy to work with. Cheryl agreed and shared that she is thankful he was able to attend the May CBID meeting.

**4. Discussion & Action Items**

**4.1 Cambria Art & Wine Festival Funding Application**

George said we will move forward to the Art and Wine Festival application. He asked if anyone was present from the Chamber. Jill shared that Lorienne had a doctor's appointment, but she said Steve could answer any questions. Steve explained that he was not prepared to do that. George said that he did have questions, so would table discussion of the application for a future meeting.

**4.2 Christmas Market Shuttles**

Mike Arnold shared that each rider would need to show a room key to board. The Board agreed on four stops to cover Moonstone Beach Drive: Little Sur Inn, FogCatcher, Sea Otter, and Ocean Point Resort.

**4.3 Marketing Committee Report**

Jessica Blanchfield reviewed marketing activity with the board. She shared that the summer campaign is still running. She explained that the Footfall software is going well. She said they are still working through finalizing some of the properties and adding them to the software but as it stands, they are starting to pull information. It is already proving to be a very rich source, and it is also starting to give really nice insights into the trends of Cambria's visitors.

**4.4 Board Strategic Planning**

This item was tabled for a future meeting when all board members could be present.

**5. Information Items**

**5.1 CBID Reports**

Local Fund Summary – July 2024

*The report was provided to the board but not discussed at the meeting.*

**5.2 Budget Reports**

Fiscal Year Ended June 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**

Cambria Art & Wine Festival Funding Application

Board Strategic Planning

**7. Adjournment**

There being no further business, the meeting was adjourned at 1:55 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant