



## CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

### Board Meeting Minutes

Cambria Pines Lodge

Treetop Room

October 8, 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  
George Marschall  
Karen Cartwright  
Jim Bahringer  
Steve Kniffen

##### CBID

CAO Cheryl Cuming

##### Guests

Maira Arellano, Cambria Chamber;  
Jamie Guzman, Krista Smith, Paso  
Robles Wine Country Alliance;  
Jeff Wilson, Michael Thompson,  
CCSD PROS; Scot Addis, Lion's  
Fdn; Jessica Blanchfield, Archer &  
Hound; Jill Jackson, CTB MA.

#### 2. Consent Agenda Items

Board Meeting Minutes – August 13, 2024

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

#### 3. Public Comment

No public comment was received.

#### 4. Discussion & Action Items

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

Greg explained that the Cambria Chamber of Commerce submitted a funding application for the 2025 Cambria Art & Wine Festival. He asked George if he reviewed it, and he said he had very thoroughly including speaking with Lorientte and Steve. He said the only question he has is what is being done to raise money in a different way. Maira said that there are things that will contribute to bringing more visitors to the event including adding an additional day to the event, that Thursday which will have the kickoff seminar. Greg asked if they were maxed out or if they could still grow the event. Maira said that there is still growth potential, but they do cap attendance to the events.

***George Marschall moved, and Jim Bahringer seconded, to approve funding the Cambria Art & Wine Festival application from the Event Committee budget, in the amount of \$10,000. Motion carried 4 in favor, 1 abstention: Steve Kniffen, President of the Cambria Chamber Board.***

##### 4.2 BlendFest on the Coast Funding Application

Greg said that the next application is for the 2025 BlendFest event. George explained that he had not had a chance to review it yet, as he just returned from vacation. He asked if Jamie and Krista would like to make a presentation. Jamie said that this will be the tenth year for the event. They had perfect weather for the last one, it was a very successful event. They had planned for any kind of weather by having a tent and will again for the 2025 event. 74% of attendees were from out of the area, so they are continuing to draw more and more visitors to the region for the event. They also request funding

from the San Simeon Board. George asked if all the sites were set this year and Jamie responded yes. George asked why they increased their funding requested to \$2,500. Cheryl said that she could answer that question. In prior years CBID matching funds were available, but that program has been discontinued, so they are asking for the additional amount from the CTB that would have been funded by CBID in past years. They continue to spread out the events, this year into Thursday morning, which keeps the consumer in town longer. Tickets go on sale in December and Jessica confirmed that the same system as last year could be used to email them upon purchasing tickets. Greg confirmed that they heard the conversation about timing for event funding. They confirmed yes, and they will be fine with it.

***George Marschall moved, and Jim Bahringer seconded, to approve funding the BlendFest on the Coast application from the Event Committee budget, in the amount of \$10,000. Motion carried unanimously.***

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

### **5.1 Marketing Committee Report**

Greg asked Jessica to give the marketing recap. She said that some of the data they have collected was discussed in the marketing committee meeting prior. There were some good nuggets they would like to share. They ran a series of ads during the summer in different target areas. Some were triggered by when the weather was hot. Ads to promote Cambria but collectively they all landed on the lodging page and that page represents everybody. The other thing was that the lodging page had a banner that was designed to direct to a specific landing page where summer specials were. She said they pulled the data for whether or not the folks that ran summer specials had any sort of a lift compared to the control group of the people that did not run summer specials and the answer is yes. We saw an increase. Folks that ran summer specials saw a 12.6% lift year over year. Folks who did not see a negative .6% year over year increase. So those who ran summer specials not only saw that 12% increase but also had a 13.2% lift. They looked at previous periods, summer versus April, May, and half of June, comparing those periods they saw a 49% increase in folks staying in Cambria, so that's good news. She continued, we also compared that to data for California hotels and casinos because we can pull that information and year over year again summer 23 versus summer 24, we saw an 8.6% lift in visitors, which is great. The other thing that we are able to garner based on all of the user ID information of the folks that are staying in our area is essentially personas. That data can then be extracted and put into our marketing campaigns so now we are able to talk to those folks and people that look like those folks. People that fall within these personas generally have similar behaviors and what they are watching, listening, and reading. She said that they are working with the Scarecrow folks and have built out the entire Scarecrow event in the app. Every single scarecrow is on there. This year they also built a geofence around one of the installations and will see what insights that data brings. BlendFest, some other events are harder to geofence, especially if they take place at lodging.

### **5.2 CBID Reports**

Local Fund Summary – October 2024

*The report was provided to the board.*

### **5.3 CBID Presentation**

Greg asked Cheryl if she had an update. She said yes, I will just hit on a few key points on the reports that were included in your packet. She said that she realizes we cannot see it on the screen. Cheryl continued, we concluded the fiscal year and made a presentation last month. Unfortunately, Highway 1 will not reopen this year. She said that they will continue to focus on the accessibility of getting here, and they are creating some new authority content that will help with Google search, so folks find our website, especially those coming from the north. Cheryl continued, a few numbers: last year we had 2.5 e-mail recipients, this year it was 3.2 million with over 1 million opens. Search engine optimization organic reach last year was 12 million this year was 15 million. Marketing numbers continue to grow, we spent about \$500,000 in paid media, we had 61 million paid media impressions last year, and this year we had 64 million. Within the last year they created 170 new video assets that were added to the library and created 38 new authority pages on Highway 1 Road Trip.

**5.4 Piedras Blancas Lens Enclosure Restoration Update**

Scot Addis updated the board, the project was completed and the lens is secure. They received all of the funding needed. He thanked the board for their support and funding and invited them for an inside tour. Restoration of the lighthouse tower is now underway.

**5.5 CCSD PROS Committee Update**

Michael Thompson and Jeff Wilson from the CCSD PROS Committee updated the board on park plans for East Fiscalini Ranch. They presented three charts that displayed the plans. The first step is the bathroom installation. They shared the QR code and form for board members to give input and requested that everyone share them, so that they could get as much input as possible on the plan.

**5.6 Cambria Chamber of Commerce Update**

Steve Kniffen updated the board. They have hired a new Director with marketing experience that they are very excited about. They are focusing on the Art & Wine Festival and Christmas Market.

**5.7 Budget Reports**

Month Ended August 30, 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**

None.

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:04 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant