



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
January 14, 2025

Time: **1:00 p.m. – 2:00 p.m.**

Location: ***Cambria Pines Lodge - Treetop Room***
2905 Burton Avenue
Cambria, CA 93428

| | <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 – October 8, 2024 | Pacheco | 2 min |
| 3. Public Comment Please limit to 3 minutes per speaker | | 6 min |
| 4. Discussion & Action Items | | |
| 4.1 Board Member Intent to Renew Karen Cartwright's term renewal date is January 31, 2025. She has submitted a letter of intent to renew for an additional term. The Board will receive her letter, discuss, and vote on approval | Pacheco | 3 min |
| 4.2 Board Chair Appointment Renewal Per the new CBID and LFA Bylaws the Board Chair position term is one year and must be renewed annually. The Board will discuss and vote on renewal. | Marschall | 3 min |
| 4.3 Board Vice-Chair Appointment Renewal Per the new CBID and LFA Bylaws the Board Vice-Chair position term is one year and must be renewed annually. The Board will discuss and vote on renewal. | Pacheco | 3 min |
| 4.4 Letter of Support for North Coast Resiliency Plan A letter of support has been requested from the Board. The Board will discuss and vote on approval. | Bahringer | 5 min |
| 5. Information Items/Presentations | | |
| 5.1 Scarecrow Festival 2024 Follow-up Report The Scarecrow Festival will make a presentation to share results and the follow-up report from the 2024 event. | Marschall | 6 min |

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|---|-------------|--------|
| 5.2 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 |
| 5.3 CBID Reports Local Fund Summary – January 2025 | Cuming | 2 min |
| 5.4 CBID Presentation CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. She will also review the updated CBID and LFA Bylaws. | Cuming | 13 min |
| 5.5 Cambria Chamber of Commerce Update Steve Kniffen will update the board on pertinent Chamber matters. | Kniffen | 5 min |
| 5.6 Budget Reports Month Ended November 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

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per speaker) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited, and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however the Board of Directors may take action other than what it recommended.

ADA NOTICE: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify admin@VisitCambriaCA.com at least 48 hours in advance of the meeting.