



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
February 11, 2025

Time: **1:00 p.m. – 1:35 p.m.**

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

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	2 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – January 14, 2025	Pacheco	2 min
<b>3. Public Comment</b> Please limit to 3 minutes per speaker		
<b>4. Discussion &amp; Action Items</b>		
<b>4.1 TRPR Sponsorship Funding Application</b> The Beautify Cambria Association has submitted a funding application to pay for sponsorship of two TRPRs for 2025. The Board will discuss and vote on approval.	Bahringer	5 min
<b>5. Information Items/Presentations</b>		
<b>5.1 Marketing Committee Report</b> 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
<b>5.2 CBID Reports</b> Local Fund Summary – February 2025	Cuming	2 min
<b>5.3 CBID Presentation</b> CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.	Cuming	8 min

**5.4 Cambria Chamber of Commerce Update**

Kniffen

6 min

Steve Kniffen will update the board on pertinent Chamber matters.

**5.5 Budget Reports**

Month Ended December 31, 2024:

*Revenue and Expenses*

*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 – 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](mailto:admin@VisitCambriaCA.com) at least 48 hours in advance of the meeting.