



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

Time: **1:00 p.m. – 1:30 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 – February 11, 2025	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker		
4. Discussion & Action Items		
4.1 Cambria Scarecrow Festival Event Funding Application The Cambria Scarecrow Festival has submitted a Funding Application to assist with the costs of the 2025 event. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
4.2 Highway 1 Tourism Alliance Resolution The Board will discuss and vote on approval of the resolution designating SLO County TBID funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated County contractor.	Pacheco	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 Cambria Chamber of Commerce Update

Rodriguez

6 min

Victoria Rodriguez will update the board on pertinent Chamber matters.

5.3 CBID Reports

Local Fund Summary – March 2025

5.4 Budget Reports

Month Ended January 31, 2025:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

5.5 Committee Meeting Minutes and Reports

Marketing Committee Meeting Minutes – February 11, 2025

Cambria Lawn Bowls Event Follow-up Report

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 – 2:00 p.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.