



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

Treetop Room

February 11, 2025

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
Jim Bahringer
Karen Cartwright
George Marschall
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Patty Rixman, Cambria Scarecrow Festival; Victoria Rodriguez, Chamber; Claudia Harmon, Beautify Cambria; Jessica Blanchfield, Archer & Hound Advertising; Jill Jackson, CTB MA.

2. Consent Agenda Items

Board Meeting Minutes – January 14, 2025

Jim Bahringer moved, and Steve Kniffen seconded, to approve the board meeting minutes of January 14, 2025, as presented. Motion carried unanimously.

3. Public Comment

No public comment was received.

4. Discussion & Action Items

4.1 TRPR Sponsorship Funding Application

Greg asked Jim about the application. Jim responded that he had read it and supports funding the sponsorship. He was impressed that she reported that stats show if a town is well kept and clean customers are more likely to stay longer and spend as much as 10% more. He asked Claudia about it, and she shared that statistics confirm it. She stated that she sees visitors taking pictures of the TRPRs. The TRPRs make a big difference in the beauty of the town. She shared details of the upcoming Dark Skies event on Saturday.

George Marschall moved, and Karen Cartwright seconded, to approve funding 2025 TRPR Sponsorship in the amount of \$720 from the Outreach Committee budget. Motion carried unanimously.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield reviewed the report onscreen with the board. She asked George how he thought January sales were and shared that through Footfall they saw an increase in traffic of 8% year over year. The prior year showed a 27% increase. Greg said that their January was one of the best, more like a March. George agreed with him. He said it depends on the weather, the cold and rain. Greg asked if people from the fires came here. Karen said that they had some. Cheryl said that the weather has been good, so people have been coming. She also reported that the upcoming BlendFest event has completely sold out. Jessica continued with her report, she said, as you know, we are working on these landing pages, that we feel have a little more value. She said that social media is built around it. Website visitors are assumed to be new to the site, they want to show them the best of Cambria utilizing the themes of the landing pages. She displayed examples of a prototype page; it covers two months at a time. March and April theme is, "Expect the Unexpected." Video reels will be created and included. It will consist of accordion style information. Lawn Bowling is included. Cheryl said she was glad to see that. Karen asked about Pickle Ball, Jessica confirmed that they have a lot of material on it too that will be included with outdoor activities, like hikes. Jim said that the Lions are working on Fiscalini Ranch projects, including Frisbee Golf. He said they need about \$60,000 initially to pay for quotes. Jessica shared the app download table tents and offered for anyone interested to take and put in the rooms at their properties.

5.2 CBID Reports

Local Fund Summary – February 2025

H1RT Marketing Report – July 1 through December 31, 2024

The reports were provided to the board and discussed during item 5.3.

5.3 CBID Presentation

CBID CAO Cheryl Cuming reviewed the reports provided in the board packet and a summary report onscreen of the mid-year report. July through December TOT was great and better than others in the county, up 8% year over year. She pointed out the summary of LFA projects funded. She said she will continue to discuss the formation of the non-profit project. It was started in January and the Board of Supervisors approved the \$24,000 cost for the process. The non-profit name will be the Highway 1 Tourism Alliance. Start date is targeted for May 1, 2025. They are currently working on a services agreement between the county and the new non-profit. She said that the CTB will need to vote on a resolution to acknowledge the new system. She reviewed a summary of the mid-year report. Website sessions were up, as well as engagement sessions. She is proud to report that most website visitors stay for an average of 4 minutes. She reported that they have authority pages which are very similar to landing pages that Jessica discussed earlier. Organic SEO is doing well, the Google algorithm was updated. She said that they have launched a new Highway 1 Road Conditions page, it connects people to activities and promotes that our portion of Highway 1 is open. Jessica commented that it is a great page, and they are utilizing it a lot. The email subscriber base is 135,000 people with an average open rate of 35%, which has improved to a 50% rate. The click rate doubled in the last couple of months. Subscribers increased by 3,000 last month.

5.4 Cambria Chamber of Commerce Update

Steve Kniffen introduced the new Chamber Director, Victoria Rodriguez. He said that they do not have a complete report on the Art & Wine Festival yet, but will get that together. He reported that the Chamber would like to strengthen their relationship with the CTB. He confirmed that they have contracted with a member to rebuild the website. Cheryl suggested that Jessica collaborate with the new person working on the website and discuss how the back end will work.

5.5 Budget Reports

Month Ended December 31, 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

7. Adjournment

There being no further business, the meeting was adjourned at 1:54 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant