



## **CAMBRIA TOURISM BOARD (CTB)**

(Cambria Local Fund Advisory Board)

### **Board Meeting Minutes**

Cambria Pines Lodge

Treetop Room

March 11, 2025

#### **1. Call to Order**

The meeting was called to order by Board Chair Greg Pacheco at 1:12 p.m.

##### **Members Present**

Greg Pacheco

Jim Bahringer

George Marschall

Karen Cartwright

Absent: Steve Kniffen

##### **CBID**

CAO Cheryl Cuming

(via Zoom)

##### **Guests**

Patty Rixman, Cambria Scarecrow Festival; Victoria Rodriguez, Becky Biskaduros, Chamber; Aerin Ginsberg, Cambria Collection; Angel Gonzales, Fireside Inn; Michael Thomas, CCSD; Jessica Blanchfield, Archer & Hound Advertising; Jill Jackson, CTB MA.

#### **2. Consent Agenda Items**

Board Meeting Minutes – February 11, 2025

***George Marschall moved, and Jim Bahringer seconded, to approve the board meeting minutes of February 11, 2025, as presented. Motion carried unanimously.***

#### **3. Public Comment**

No public comment was received.

#### **4. Discussion & Action Items**

##### **4.1 Cambria Scarecrow Festival Event Funding Application**

George explained that the Cambria Scarecrow Festival submitted a Funding Application in the amount of \$15,000 for the 2025 event, out of a budget of \$45,990. The application is in order, good 2024 report. Patty explained that Stephanie could not attend due to another engagement. Patty confirmed that the CTB does represent approximately 32% of their revenue. She said that they did hit the businesses hard, they always go over the budgeted amount of \$20,000. She shared that they will have a new fundraising approach this year, with smaller, earlier ones, maybe Camp Ocean Pines. They will be selling merchandise this year too. A donor had them created, so there is no cost for the Scarecrow Festival. All out of area marketing will continue. George asked if donations are received from the tourists that come for the festival. She replied no, but they are trying to do that and are open to any recommendations. George confirmed that there are no rules to who can submit a Scarecrow. Patty confirmed that they are all accepted, registered, and placed on the map in the

travel app. Greg asked how they projected the visitor numbers for this year and Patty explained that the surveys were down, so she needs to get that back up to increase it. She confirmed that every scarecrow has a QR code for the survey. Jessica recommended using the passport capability on the app to track visitors, and get everyone, including businesses involved. They need volunteers too.

**George Marschall moved, and Jim Bahringer seconded, to approve funding the Cambria Scarecrow Festival's 2025 event in the amount of \$15,000, from the Event Committee budget. Motion carried unanimously.**

#### **4.2 Highway 1 Tourism Alliance Resolution**

Greg explained that Cheryl had given a heads up about this at the last board meeting, we would need to vote on the resolution designating SLO County TBID funds to the new non-profit, Highway 1 Tourism Alliance (H1TA), and recommending H1TA as the designated County contractor. The County has requested that specific services now be provided by the new non-profit (H1TA). Greg explained that this will alleviate the need for local fund area (LFA) applications and contracts to go to the Board of Supervisors and expediate the processing of such documents by one to two months. Greg reviewed costs to the CTB noted on page 1 in the packet, he said the increased cost for the non-profit will be approximately \$14,000 annually. Furthermore, the expenses within the financials will continue to include the required 2% county/administrative fee, which is already being paid. George confirmed that it would no longer be necessary for approval by the Board of Supervisors on funding requests, and Greg confirmed. Cheryl confirmed that there would be two entities once the H1TA is official with the same board, the current organization (CBID) and the non-profit (H1TA). It will no longer be required for the county to approve contracts and to be involved with procurement of services. Once H1TA begins to function as of May 1, Requests for Quotes and Request for Proposals will be the responsibility of H1TA. Cheryl continued that the BID has grown so much that the County needed options for managing the delivery of services, including accounting, tax, legal and administrative. There were two options, one of which is funding a non-profit under the current 1989 district. The CBID funded these costs, without LFA contribution, totaling \$24,000, with a timeline of 4 months. The other option costs about \$100,000 and would entail forming the non-profit while converting the district from 1989 to 1994. The district type would need to be changed and that is projected to take 1 year. Jim asked if the meetings would still be required to be public and Cheryl confirmed yes. Greg asked if Cheryl would like the resolution read into the minutes. She said it was not necessary as this document was included within the board packet. Cheryl did want to ensure the board does understand that the resolution is specifically designating that the funds currently held by the CBID will be held by the new non-profit, Highway 1 Tourism Alliance, and that each LFA is recommending H1TA as the designated County Contractor.

**Greg motioned that the Board hereby authorizes Highway 1 Tourism Alliance to receive, manage and expend SLOTBID funds; and hereby recommends Highway 1 Tourism Alliance as the designated County Contractor; the Board shall have the authority to provide recommendations to H1TA regarding expenditures of SLOTBID funds; this resolution shall take effect at or before the conclusion of the 2024-2025 fiscal year. George seconded. Greg asked for a roll call vote: Karen Cartwright, Aye; Greg Pacheco, Aye; George Marschall, Aye; Jim Bahringer, Aye; Steve Kniffen, absent. No Nays or abstentions. Motion passes**

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

### **5.1 Marketing Committee Report**

Jessica Blanchfield said that she would give a couple updates, there was no marketing committee meeting this month because we were pretty light, just updates. The report was included in your packet, everything is fairly consistent. She said that they are seeing a bit of a downturn in social media numbers, month over month, not year over year. Per Footfall, we are only down 2.75% down. The new landing pages are up. April page will promote "Hidden Gems," and May and June will focus on outdoor activities.

**5.2 Cambria Chamber of Commerce Update**

Victoria Rodriguez said that they are discussing a meeting with Jessica, Jill, and the Chamber Board to discuss possible collaboration.

**5.3 CBID Reports**

Local Fund Summary – March 2025

*The report was provided to the board but not discussed at the meeting.*

**5.4 Budget Reports**

Month Ended January 31, 2025:

*Revenue and Expenses*

*Marketing Budget Expenditures*

*Grant Funding Detail*

The budget reports were provided to the board but not discussed at the meeting.

**5.5 Committee Meeting Minutes and Reports**

Marketing Committee Meeting Minutes – February 11, 2025

Cambria Lawn Bowls Event Follow-up Report

*The 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 1:54 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant