



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
May 13, 2025

Time: **1:00 p.m. – 2:10 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 – March 11, 2025	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker		
4. Discussion & Action Items		
4.1 2025-2026 Fiscal Year Budget The Governance Committee finalized a draft budget for the fiscal year ending June 30, 2026. The Board will discuss and vote on approval.	Pacheco	10 min
4.2 Cambria Lawn Bowls Event Funding Application The Cambria Lawn Bowls Club has submitted an event funding application to assist with the costs for several 2025 tournaments. The Board will discuss and vote on approval.	Marschall	6 min
4.3 Arthritis Foundation's Event Funding Application The Arthritis Foundation has submitted an event funding application to assist with the costs for the Annual California Coast Classic Bike Tour event. The Board will discuss and vote on approval.	Marschall	6 min
4.4 CTB Marketing Partner Contract Renewal The contract with the current marketing partner, Archer & Hound Advertising, will end on June 30, 2025. The Board will discuss renewal and vote on approval.	Cartwright	6 min

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| <p>4.5 CTB Managing Assistant H1TA Contract
 The CTB Managing Assistant's contract with the County will end on June 30, 2025. A new contract with Highway 1 Tourism Alliance is necessary. The Board will discuss and vote on approval.</p> | Pacheco | 5 min |
| <p>4.6 H1TA Event Funding Application Recovery Calculation
 The current investment recovery calculation displays constituent income instead of the CTB assessment revenue, which is the funding source. The Board will discuss adding to or changing the form and vote on approval.</p> | Pacheco | 6 min |
| <p>5. Information Items/Presentations</p> | | |
| <p>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.</p> | Blanchfield | 12 min |
| <p>5.2 CBID Reports
 Local Fund Summary – May 2025</p> | Cuming | 2 min |
| <p>5.3 CBID Presentation
 CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> | Cuming | 8 min |
| <p>5.4 Cambria Chamber of Commerce Update
 Steve Kniffen will update the board on pertinent Chamber matters.</p> | Kniffen | 5 min |
| <p>5.5 Budget Reports
 Month Ended March 31, 2024:
 <i>Revenue and Expenses</i>
 <i>Marketing Budget Expenditures</i>
 <i>Grant Funding Detail</i></p> | | |
| <p>6. Future Agenda Items/New Business</p> | | |
| <p>7. Adjournment</p> | | |
| <p>8. Informational</p> | | |
| <p>8.1 Cambria Tourism Board Meeting
 2nd Tuesday of each month – 1:00 p.m. at Cambria Pines Lodge</p> | | |
| <p>8.2 Marketing Committee Meeting
 2nd Tuesday of each month – 11:30 a.m. at Cambria Pines Lodge</p> | | |
| <p>8.3 Deadline for Agenda Items to be sent to the Managing Assistant
 3rd Friday of the month preceding meeting date</p> | | |
| <p>8.4 CBID Board Meeting
 4th Wednesday of each month – 2:00 p.m. at Cambria Pines Lodge</p> | | |

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.