



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

Treetop Room

May 13, 2025

1. Call to Order

The meeting was called to order by the Board Chair Greg Pacheco at 1:01 p.m.

Members Present

Greg Pacheco

Jim Bahringer

George Marschall

Steve Kniffen

Absent: Karen Cartwright

CBID

CAO Cheryl Cuming

Guests

Michael Thomas, CCSD;

Shannon Marang Cox, Erin

Starck, Arthritis Foundation

(Zoom); Jackie Hogan, Brian

Stedman, Cambria Lawn

Bowls; Jessica Blanchfield,

Archer & Hound Advertising

(Zoom); Jill Jackson, CTB MA.

2. Consent Agenda Items

Board Meeting Minutes – March 11, 2025

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

3. Public Comment

No public comment was received.

4. Discussion & Action Items

4.1 2025-2026 Fiscal Year Budget

Greg explained to the funding applicants that this item affects choices on funding, so must be discussed by the board first. He continued that the Governance Committee did a review of the revenue and expenses. He said, we projected about \$760,000 in revenue, which includes the 2025 carry forward. Revenue will be flat to this year. Administration expenses will increase slightly, there is the new line item for H1TA annual fee, which is approximately \$15,000. Marketing we hope to keep at \$400,000, and \$2,000 in Outreach, and \$118,000 in Event funding. Expenses are approximately \$639,000 with retaining \$120,000 in the Capital Reserve, and about \$1,100 in the Contingency Fund. Greg said that if the board wants to keep the budget the same, they can do that, but it is not sustainable. The only areas that can be adjusted are Marketing or Events; the rest are fixed expenses. Greg said he will open it for discussion and questions.

Jessica confirmed that they will end the year approximately \$30,000 under budget, with the total budget of \$416,000. They are projecting the final amount to be approximately \$384,000. Greg said that the Events budget is based on what was funded in the prior year, with the Christmas Market Shuttles added. Jim suggested funding less for the shuttles. Greg said that should be part of the discussion, trimming events budget. Greg confirmed with George that three shuttles were funded last year. Greg said his staff felt it went smoothly, and guests were happy that they did not have to wait. Steve confirmed with George that Cambria Pines Lodge is still not allowed to pay for the shuttle. George explained that Moonstone is not on the traffic control plan for fifteen years, it is a permit. Steve asked if the Lodge could fund the shuttles by donating to the CTB. Jill explained that the CTB may not receive revenue other than the assessment, so that would not be possible. George explained to Steve that the purpose of the shuttles is to fill and therefore benefit other hotels, on Moonstone. Greg stated that this is the only event he has received feedback on from constituents, and they feel it is something that the board should spend money on. Jessica confirmed that her data shows that December is the biggest visitation month. Steve confirmed that last year went smoothly. Cheryl said that it is also about customer experience, will they get frustrated without the shuttle? What are their expectations? Jim asked if San Simeon might fund a shuttle. George said that is something their board would need to do. Jim suggested bringing marketing funds down to what was spent this year, \$385,000. George said that if we are looking at flat income, the more you can spend on marketing the better. Jim confirmed that the matching fund programs are no longer an option and Cheryl confirmed that those programs had been discontinued, but they fund \$8,000 matching funds for the LFA Imperatives, and pay \$30,000 to fund Crowdriff annually. Jim said he does not approve of the Contingency Fund of \$1,100. The board needs more flexibility to fund a new project. Cheryl reminded Jim that there is still \$120,000 in Capital Reserves. George disagreed with reducing the marketing budget for a contingency fund, the budget should increase each year. It is not even a 5% increase from \$385,000 to \$400,000. Jill confirmed that the Contingency Fund was only \$1,100 last year and we did not spend any of it. George disagreed with any cut to the marketing budget. He could see funding more than the \$400,000, if needed. Jim said he would like to approve the budget next month. Greg said he would rather not wait.

Greg Pacheco moved, and George Marschall seconded, to approve the budget, as presented, for the fiscal year ending June 30, 2026. Motion carried, 3 in favor; 1 against: Jim Bahringer.

4.2 Cambria Lawn Bowls Event Funding Application

Greg said that next the Cambria Lawn Bowls Club has submitted an event funding application. George said yes, they have applied for \$8,000 to assist with the costs for several 2025 tournaments. He asked Jackie Hogan if she would like to speak about it. Jackie thanked the board for all the support they have given to the Club in the past. She said their request is based on the number of people they bring into town to stay overnight during the year. They will have three tournaments this year and an estimated 334 room nights. She said that the money will be spent on marketing, they want to market both Cambria and the Club, to locals and out-of-area guests. They also have an international reach. They host tournament qualifiers for the Scottish Open, a UK Open and an indoor UK event. It is a five-night event producing 120 room nights. Also, a lot of money has been invested in live streaming equipment. It should reach 2,000 to 3,000 people of an international audience. One tournament offers the highest award in the states, enticing the bowlers to come here. They will put the CTB logo on their shirts that they wear to all the tournaments, including overseas. They will possibly hire a marketing person to help them. They also need new scoreboards and some other equipment in order to host the events. George asked if the CTB is the only source of revenue for the Club. Jackie said that last year they also had donations, \$18,000 in a 501 from the Lions that was used towards repairing the green. They have also earned income through Team-building groups that have paid to utilize the green. Also, they have hosted parties for fees. George said funding should go towards marketing, only about 25% is listed for marketing. Greg said that the exhibit in the application does not appear to cover the entire budget, but only that for which the CTB funds will be used. Jackie agreed, there are a lot more expenses than what is listed. George also pointed out that one event takes place in July, the high season. Jackie said that in the future she can plan events in the off season. Jim shared that he believes that Lawn Bowling in Cambria makes a terrific impact on tourism. Jackie said that she does not see the social media and live streaming expenses on here, so that is additional marketing we can allocate. Greg stated that everyone heard the discussion earlier about budget funds. The goal is always for events to be able to fund

themselves. Each year should be a smaller amount. He said we will need to scale back on some event funding, in the future.

Jim Bahringer moved, and Greg Pacheco seconded, to approve funding the Cambria Lawn Bowls 2025 events in the amount of \$8,000, from the Event Committee budget. Motion carried unanimously.

4.3 Arthritis Foundation's Event Funding Application

George asked that Shannon Marang Cox from the Arthritis Foundation discuss their event funding application for the Annual California Coast Classic Bike Tour event. She shared that they have two national events annually, the other one takes place in Los Angeles. She said that they are working on a contest right now with Jessica and Cycle Central Coast. This year will be our 25th annual event, so we have a little extra budget to promote that. They also have a celebrity ambassador and hope for stories in Vogue and similar publications. She shared hearing from riders that come back to stay in Cambria after being exposed to it through this event. She confirmed that there are usually additional one-offs for crew, staff and family, rooms that are booked above those at Cambria Pines Lodge. She reminded the board of the Arthritis Foundations large national reach. Greg asked Jessica for input, and she replied that this is the event they collaborate with the most and have the best experience. This year they have the contest; they also receive content from them.

Jim Bahringer moved, and Steve Kniffen seconded, to approve funding the Arthritis Foundation's Annual California Coast Classic Bike Tour event in the amount of \$10,000, from the Event Committee budget. Motion carried, 3 in favor; 1 abstention: George Marschall (due to employment conflict).

4.4 CTB Marketing Partner Contract Renewal

Greg said the contract with the current marketing partner, Archer & Hound Advertising, will end on June 30, 2025. Jessica stated that the marketing budget detail will be presented next month. Cheryl said that she needs the budget detail before she can present for approval before the CBID.

Tabled for June CTB meeting after marketing budget detail is presented.

4.5 CTB Managing Assistant H1TA Contract

Greg stated that the CTB Managing Assistant's contract with the County will end on June 30, 2025. A new contract with the Highway 1 Tourism Alliance is necessary. Jill said the board previously approved the renewal, but because of the new entity (H1TA) it needs to approved again. Cheryl confirmed that all contracts with the county end on June 30 and will start July 1 with H1TA.

Steve Kniffen moved, and Jim Bahringer seconded, to approve the Managing Assistant's contract with the H1TA for one year, with a renewal option. Motion carried unanimously.

4.6 H1TA Event Funding Application Recovery Calculation

Greg said that the next item is the current investment recovery calculation displayed on the funding application. Jill said that she created samples of the possible change for the board packet. She pointed out that it says for the funding "to break even." For the CTB to recover its investment it would need to be based on the CTB's 1% revenue of \$2 per room rather than the constituent income of \$200 per room that appears now. Jim disagreed, he said that he felt it should be the amount going to constituents and should stay \$200 per room. Cheryl offered to take out the wording in parenthesis. Jim agreed to that. He would also like all region applications to be consistent, and Cheryl agreed to discuss it with other board administrators.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation to the board, she asked if there were any questions on the activity reports. Per the Freefall app it appears that April did really well, 27% higher than last year. Wedding requests are also increasing. Email marketing is going well with a high open rate. The thing they are most excited about is the visitation data they are receiving; she will share next month in detail. Although not sure about accuracy on some points, identifying market

trends is a capability that is very cool. She said that they were able to see about a 10% lift over last year with the summer campaign. This information will inform some of the budget decisions she will share next month. She said another benefit is identifying demographics of the visitors for different seasonal times. An example would be that they have identified Boomers as the January and February visitors. This information will allow them to specifically reach out to this group.

5.2 CBID Reports

Local Fund Summary – May 2025

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

5.3 CBID Presentation

Greg asked CBID CAO Cheryl Cuming if she would like to present information to the board. She said that she would give a quick update on the new non-profit. It was approved on April 29th, the new contract between the new non-profit and the county. It officially formed on May 1st. Her contract was renewed as well. They do have a H1TA members site, which looks similar to the one we have had. It is live now. All the LFA current contracts will be renewed to start July 1 with H1TA. The CBID will continue to exist. There will still be an annual renewal for the district on June 3rd, because they are still an 89 district, at some point they may still consider changing to a 94 district, which renews for five and then ten years. Typically, they have less than 1% of protests. The 2024-year end report has a link on this month's update. It is a lengthy report of almost fifty pages and will be on the members site too. She is happy to answer any questions on it; it has lots of good information.

5.4 Cambria Chamber of Commerce Update

Steve Kniffen updated the board on Chamber activity. He shared that their new executive director quit but will still volunteer and be involved with the Chamber. He said that they have a highly competent board that is demanding. They have new candidates as of today, the applications look excellent. Hopefully, they will find a good person, but there are larger issues we will have to contend with and discuss at some point. He feels a larger collaboration needs to happen between the Chamber and the CTB. The Chamber is dependent on the CTB, like for funding of the Art & Wine Festival.

5.5 Budget Reports

Month Ended March 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

None.

7. Adjournment

There being no further business, the meeting was adjourned at 2:42 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant