



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
June 10, 2025

Time: **1:00 p.m. – 2:00 p.m.**

Location: ***Cambria Pines Lodge - Treetop Room***  
2905 Burton Avenue  
Cambria, CA 93428

	<u><b>Person</b></u>	<u><b>Time</b></u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	3 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – May 13, 2025	Pacheco	2 min
<b>3. Public Comment</b> Please limit to 3 minutes per speaker		6 min
<b>4. Discussion &amp; Action Items</b>		
<b>4.1 2025-2026 Fiscal Year Marketing Committee Budget</b> Jessica Blanchfield will make a presentation to the board of the proposed marketing committee budget for the fiscal year ending June 30, 2026. The Board will discuss and vote on approval.	Pacheco	25 min
<b>4.2 CTB Marketing Partner Contract Renewal</b> 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.	Pacheco	3 min
<b>4.3 July, August, September CTB Meetings</b> The Board will discuss dates for July and August, and location for the September meeting.	Pacheco	6 min
<b>5. Information Items/Presentations</b>		
<b>5.1 CBID Reports</b> Local Fund Summary – June 2025	Cuming	2 min

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| <p><b>5.2 CBID Presentation</b><br/>         CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> <p><b>5.3 Cambria Chamber of Commerce Update</b><br/>         Steve Kniffen will update the board on pertinent Chamber matters.</p> <p><b>5.4 Budget Reports</b><br/>         Month Ended April 30, 2024:<br/> <i>Revenue and Expenses</i><br/> <i>Marketing Budget Expenditures</i><br/> <i>Grant Funding Detail</i></p> | <p>Cuming                      8 min</p> <p>Kniffen                      5 min</p> |
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**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](mailto:admin@VisitCambriaCA.com) at least 48 hours in advance of the meeting.