



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
January 13, 2026

1. Call to Order

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

Members Present

Greg Pacheco
George Marschall
Karen Cartwright
Jim Bahringer
Georgia Legg
Angel Gonzalez

CBID

CAO Cheryl Cuming

Guests

Aerin Ginsberg, Mitchell Masia,
Diane Weinstein, Shelly Holden,
Victoria Moreno, Ron Wannagat,
Aaron Linn, Christina Galloway,
and Jessica Blanchfield.

Absent:

Steve Kniffen

2. Consent Agenda Items

Board Meeting Minutes – December 9, 2025

George Marschall moved, and Karen Cartwright seconded, to approve the board meeting minutes of December 9, 2025, as presented. Motion carried unanimously.

3. Public Comment

Victoria Moreno commented on the 2025 Christmas Market.

The County received a Public Records Request from Christina Galloway regarding the Cure and Correct inquiry.

4. Discussion & Action Items

4.1 Central Coast Classico Event Funding Application

Aaron Linn gave a presentation for the Central Coast Classico event funding application. The amount requested is \$45,000. Cheryl requested that Aaron provide additional information on the application prior to H1TA consideration, including detailed Income added to the budget, more specific detail in the marketing plan that outlines the \$50,000 spend, sponsor benefits (what the CTB get for their \$45,000 investment), and a W-9.

Angel Gonzalez moved, and Karen Cartwright seconded, to approve the Central Coast Classico funding application in the amount of \$45,000 from Event Funds. Motion carried unanimously.

4.2 Board Member Intent to Renew

Jim Bahringer's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

George Marschall moved, and Karen Cartwright seconded, to approve Jim Bahringer for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.3 Board Member Intent to Renew

George Marschall's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

Jim Bahringer moved, and Angel Gonzalez seconded, to approve George Marschall for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.4 Board Member Intent to Renew

Greg Pacheco's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

George Marschall moved, and Jim Bahringer seconded, to approve Greg Pacheco for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.5 Board Chair Appointment Renewal

Per the CBID and LFA Bylaws the Board Chair position term is one year and must be renewed annually.

Karen Cartwright moved, and Jim Bahringer seconded, to approve the appointment of Greg Pacheco as Board Chair for an additional year term through January 31, 2027. Motion carried unanimously.

4.6 Board Vice-Chair Appointment Renewal

Per the CBID and LFA Bylaws the Board Vice-Chair position term is one year and must be renewed annually.

Jim Bahringer moved, and Georgia Legg seconded, to approve the appointment of George Marschall as Board Vice-Chair for an additional year term through January 31, 2027. Motion carried unanimously.

5. Information Items/Presentations

5.1 Constituent Survey Presentation

CBID CAO Cheryl Cuming gave a presentation on the Stakeholder Satisfaction Survey. Overall, engagement was quite high. 90% of hotels/motels and 24% of active vacation rentals. 75% expressed an interest in learning more and being involved, with 38% saying yes and 37% saying maybe. 55% expressed a strong understanding of how CBID regional funds work while only 32% expressed a low understanding. A clear priority of tourism marketing as the primary focus with Events and Beautification closely ranked and Stewardship being the least. Cambria's responses closely reflected the overall numbers.

5.2 Marketing Committee Report

Jessica Blanchfield reviewed the Activity Report for December 2025, including 47,000 website sessions with 24,000 paid and 9,347 organic searches. Website total users 43,036, views 69,507 and App downloads to date 15,513.

5.3 CBID Reports

Local Fund Summary – January 2026

2026 CBID/H1TA Meeting Dates

Board members received the reports in their board packets

5.4 CBID Presentation

CBID CAO Cheryl Cuming made a presentation of information, statistics, and upcoming opportunities for the board, including an update on district conversion status.

5.5 Open Board Seat

Cheryl explained that the report is an overview of the current board seats for all LFAs. She reviewed the seven current members of the CTB and their terms. Greg Pacheco's current term ends 1/31/2030, George Marschall 1/31/2030, Karen Cartwright 1/31/2029, Jim Bahringer 1/31/2030, Steve Kniffen 12/6/2026, Georgia Legg 1/6/2030, and Angel Gonzalez 1/6/2030. Cheryl confirmed that there are currently no board seats open on the CTB and that all positions are currently filled.

Christina Galloway asked for the board to be more inclusive by allowing locals and businesses to have an opportunity to serve on the CTB. Cheryl explained that the current bylaws provided for 7 total members, with 2/3 lodging constituents and 1/3 non-lodging. Currently the non-lodging member is Steve Kniffen, owner of Sea Chest. Victoria Moreno said that she may consider running for a non-constituent position in the future.

5.6 Brown Act 2026

Updated Brown Act
Copies were provided to board members at the meeting.

5.7 2026 Meeting Dates

CTB 2026 Meeting Dates
Board members received the report in their board packets.

5.8 Budget Reports

Month Ended November 30, 2025:
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail
Board members received the reports in their board packets.

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant