



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
March 10, 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  
Jim Bahringer  
Karen Cartwright  
Steve Kniffen  
Angel Gonzalez

**CBID**

CAO Cheryl Cuming

**Guests**

Katherine Gillen, Dominique Sloper,  
Stephanie Vassign, Shelly Holden,  
Kathy Oberg, Kendra Paulding,  
Shannon Marang Cox, Kathleen McCollum,  
Christina Galloway, Jessica Blanchfield  
and Jill Jackson.

*Absent:*

Georgia Legg

**2. Consent Agenda Items**

Board Meeting Minutes – January 13, 2026

***Jim Bahringer moved, and Karen Cartwright seconded, to approve the board meeting minutes of January 13, 2026, as presented. Motion carried unanimously.***

**3. Public Comment**

Kathleen McCollum from Greenspace explained that they hope to have a trolley to serve their next event. Katherine Gillen stated that the Chamber oversees the trolley services and she can help.

**4. Discussion & Action Items**

**4.1 ECO SLO Funding Application**

Kendra Paulding from ECO SLO submitted a funding application to assist with the costs of the 2026 Creeks to Coast Cleanup project. She reviewed the application and answered board member questions.

***Greg Pacheco moved, and George Marschall seconded, to approve the ECO SLO funding application in the amount of \$1,000 from Outreach Funds. Motion carried unanimously.***

**4.2 Cambria Scarecrow Festival Event Funding Application**

Shelly Holden, president of the Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2026 event. Shelly reviewed the 2025 event recap and plans for 2026 fundraising.

***George Marschall moved, and Jim Bahringer seconded, to approve the Central Coast Classico funding application in the amount of \$15,000 from Event Funds. Motion carried unanimously.***

#### **4.3 TRPR Sponsorship Funding Application**

The Beautify Cambria Association submitted a funding application to pay for the 2026 sponsorship of two TRPRs for \$360 each. Kathy Oberg answered board members questions.

***Jim Bahringer moved, and Angel Gonzalez seconded, to approve the Beautify Cambria funding application in the amount of \$720 from Outreach Funds. Motion carried unanimously.***

#### **4.4 Arthritis Foundation's Bike Tour Event Funding Application**

Shannon Marang Cox from the Arthritis Foundation submitted a funding application to assist with the cost of the 2026 California Coast Classic Bike Tour event. She reviewed the 2025 recap and plans for the 2026 event. She stated it will be the first time in three years they can ride up the coast without a detour.

***Angel Gonzalez moved, and Karen Cartwright seconded, to approve the Arthritis Foundation funding application in the amount of \$10,000 from Event Funds. Motion carried, 5 in favor; 1 abstention: George Marschall (due to employment conflict).***

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

#### **5.1 Cambria Chamber of Commerce Update**

Katherine Gillen gave an update to the board on Chamber activity, including the recent Art & Wine Festival and the new Ambassador program. Dominique Sloper will head the program. Katherine encouraged everyone to attend mixers, the next is on March 19 at Oceanpoint Ranch.

#### **5.2 Marketing Committee Report**

Jessica Blanchfield reviewed the new Visit Cambria landing page and the Classico event page. She shared two graphs on Hearst Castle visitors from Footfall, to answer Steve Kniffen's question.

#### **5.3 CBID Reports**

Local Fund Summary – March 2026

Local Fund Summary – February 2026

*Board members received the reports in their board packets.*

#### **5.4 CBID Presentation**

CBID CAO Cheryl Cuming gave the board an update. She reviewed the February and March Local Fund Summary reports and shared events of the recent BOS renewal meeting. Both people who appealed the 2025 renewal wrote letters of support. They received a total of 50 letters of support. They will need to renew again in 2026 because the 94 district conversion will not be complete yet.

#### **5.5 Budget Reports**

Month Ended January 31, 2026:

*Revenue and Expenses*

*Budget vs. Actual*

*Marketing Budget Expenditures*

*Grant Funding Detail*

Board members received the reports in their board packets.

#### **5.6 Event Funding Reports**

Cambria Lawn Bowls Funding Follow-up Report

Scarecrow Festival Funding Follow-up Report

*Board members received the reports in their board packets.*

**6. Future Agenda Items/New Business**

Governance meeting  
Marketing budget presentation  
2026-2027 Budget approval  
Contract renewals

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant