



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Minutes
April 14, 2026**

Call to Order

The meeting was called to order at 11:42 a.m.

In attendance: Karen Cartwright, Committee Chair; CAO Cheryl Cuming, Jessica Blanchfield, Summer Bonilla, Daniel Chandler, Archer & Hound Advertising; Audrey Arellano, Cambria Inns; Jill Jackson, CTB MA.

Discussion Items

> ***General Updates***

- **Fiscal Year Report + Planning**
 - *April Board Meeting: Annual Recap Report*
Jessica said that the annual recap presentation will be given today at the Board meeting.
 - *May: 2026-2027 Marketing Plan Presentation*
The new fiscal year Marketing Plan will be presented at the May Board meeting.
- *Marketing Budget: Reallocating unused FY funds for a summer campaign*
Jessica explained that a Summer Campaign is planned. Instead of rolling into 2026-27, \$10,000 will be used for it. Karen said she was not sure if a summer campaign is needed.
- *Landing Page Review— May/June*
Jessica displayed the upcoming landing pages for May and June
- *Visit SLO CAL Hwy 1 Co-Op – Paid Ads (running)*
These are currently running and Jessica will report results
- *Central Coast Classico—Update*
Aaron has 147 riders signed up. He estimated a total of 400.

- *Music Road Trip*

Cheryl explained that it is a perfect partnership for Highway 1 Road Trip. The couple who created it are from Memphis and have had great success. They have appeared in Forbes Magazine.

- > ***CBID Report***

Highway 1 Road Trip appeared in Time Magazine. Cheryl reminded everyone of the toolkits, including Wildlife, are available. SLO County will have a county wide event calendar, and are offering various co-ops. Arthritis Foundation will be moving a stop to Oceano. She shared that there are brand new baby goats in Harmony. Cheryl confirmed that a Hampton Inn is coming to San Simeon.

Meeting Adjournment

There being no further business, the meeting was adjourned at 12:25 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant