



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

**1. Call to Order**

The meeting was called to order by Board Chair Greg Pacheco at 1:02 p.m.

**Members Present**

Greg Pacheco  
Karen Cartwright  
Jim Bahringer  
Steve Kniffen  
Angel Gonzalez

**CBID**

CAO Cheryl Cuming

**Guests**

Katherine Gillen, Bruce Cook, Shelly Holden,  
Christina Galloway, Daniel Chandler, Summer  
Bonilla, Jessica Blanchfield, Archer & Hound;  
and Jill Jackson, CTB MA.

*Absent:*

Georgia Legg  
George Marschall

**2. Consent Agenda Items**

Board Meeting Minutes – March 10, 2026

***Jim Bahringer moved, and Steve Kniffen seconded, to approve the board meeting minutes of March 10, 2026, as presented. Motion carried unanimously***

**3. Public Comment**

None

**4. Discussion & Action Items**

**4.1 2026-2027 Fiscal Year Budget**

Greg reported that the Governance Committee met and finalized a draft budget for the 2026-2027 fiscal year. He reviewed the budget numbers, the carry forward is only \$68,993; the Administration costs total \$103,800, with \$14,724 additional for the H1TA; since it is the purpose of this board \$415,000 is budgeted for Marketing; \$2,000 in Outreach, and \$50,000 in Events. \$8,219 is left in Contingency Funds. There is no longer a Capital Reserve. A summer marketing campaign will be funded from this fiscal year's budget.

***Greg Pacheco moved, and Steve Kniffen seconded, to approve the 2026-2027 Fiscal Year Budget as presented. Motion carried unanimously***

**4.2 CTB Managing Assistant Contract Renewal**

Greg stated that the Managing Assistant's current contract will end on June 30, 2026. The Scope is included in your packet. The total funded would be \$47,504.56.

***Steve Kniffen moved, and Jim Bahringer seconded, to approve renewing the Managing Assistant contract for an additional year. Motion carried unanimously***

### **4.3 CTB Marketing Partner Contract Renewal**

Greg stated that the contract with the current marketing partner, Archer & Hound Advertising, will end on June 30, 2026. Jessica Blanchfield presented the marketing recap report\* for the 2025-2026 fiscal year. She explained that she wanted to split the recap and the new year plan into two meetings. It is a great deal of information. She shared that their agency is expanding to include Stellar Studios, a film and video studio. She introduced Daniel Chandler and Summer Bonilla, part of the team. They have had four new hires.

*\*Copy of presentation attached.*

***Jim Bahringer moved, and Karen Cartwright seconded, to approve renewing the Archer & Hound contract, in the amount of \$415,000, for an additional year. Motion carried unanimously***

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

### **5.1 CBID Reports**

Local Fund Summary – April 2026

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

### **5.2 CBID Presentation**

CBID CAO Cheryl Cuming reviewed the April Local Fund Summary, including that Highway 1 was listed in Time Magazine's "World's Greatest Places of 2026". She said that the H1TA will budget flat to last year. She explained that the 1989 District was based on appeals, the 1994 District requires petitions of support from 51% of lodging owners. The 94 District conversion should be complete by October 2026.

### **5.3 Cambria Chamber of Commerce Update**

Katherine Gillen gave an update to the board. There is an honorary Mayor Race going on right now. Each vote is \$1 and that is split 50/50 between the Chamber and a non-profit. It will be announced April 22<sup>nd</sup>, the 11<sup>th</sup> was cancelled due to rain. The Chamber needs a volunteer Board Treasurer. Membership is up to 290 to 300 members.

### **5.4 Budget Reports**

Month Ended February 28, 2026:

*Revenue and Expenses*

*Budget vs. Actual*

*Marketing Budget Expenditures*

*Grant Funding Detail*

Board members received the reports in their board packets.

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

None

## **7. Adjournment**

There being no further business, the meeting was adjourned at 2:28 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant