



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

1. Call to Order

The meeting was called to order by Board Vice-Chair George Marschall at 1:00 p.m.

Members Present

George Marschall
Georgia Legg
Jim Bahringer
Karen Cartwright
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Dennis Frahman, John Nixon, Shelly Holden,
Michael Thomas, Jim Dantona, Summer
Bonilla, Gail Lampert-Thomas, Del,
Jessica Blanchfield, Archer & Hound;
and Jill Jackson, CTB MA.

Absent:

Greg Pacheco (Excused)
Angel Gonzalez (Excused)

2. Consent Agenda Items

Board Meeting Minutes – September 10, 2026
Financial Statements – August 31, 2026

Karen Cartwright moved, and Steve Kniffen seconded, to approve the board meeting minutes of September 10, 2026, and August 31, 2026 Financial Statements as presented. Motion carried unanimously.

3. Public Comment

Michael Thomas said he enjoyed attending the CTB meetings but advised the CCSD that the minutes for each meeting were very clear and transparent and sufficient without a report from him. He asked to put Weeding Wednesdays on the Visit Cambria website.

Jim Dantona explained that there will be a public safety power outage for up to three days in Cambria due to high winds. It will only be in the Lodge Hill and Marine Terrace area so should not affect hotels.

4. Discussion & Action Items

4.1 Cambria Center for the Arts Event Funding Application

George said that the Cambria Center for the Arts has submitted a funding application to assist with costs of the 2027 Cambria Film Festival event. Dennis Frahmman spoke for the CCAT. He said many of you know me as the founder of the Film Festival. He said that Lilliania could not attend today so he is representing the CCAT. He continued the Plummers have been very aggressive about expanding the festival and finding new directors. This will be year ten of the festival and they are asking for \$4,500. They are working on increasing the number of rooms for filmmakers and

persons attending with them. George asked if the \$4,500 will go to marketing and Dennis confirmed. Steve said it seems like the appropriate amount to fund. Jill said that \$41,000 is left in the Event Budget.

Steve Kniffen moved, and Jim Bahringer seconded, to approve the Cambria Center for the Arts funding application for the 2027 Cambria Film Festival event, in the amount of \$4,500, from Event Budget Funds. Motion carried unanimously.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation. She shared that organically Visit Cambria Instagram saw 63% almost 64% increase in views which is great. Google ads are performing really well and then Placer, which is our footfall traffic, where we can see visitors in our area. We have all of our lodging properties geofenced, so we can gauge how many people are coming to those properties. We can look at it on a daily basis, a weekly basis, monthly and we can also compare it to year-over-year trends for the last seven years. Lodging visitation data was up 17% year over year. The two videos on the paid ads that are doing really well are Covell's Ranch Tour and Linn's restaurant and to give you a peek into this, we're seeing 27 cents per action on Covell's and 33 cents cost per action for Linn's. The click through rate is performing at a 14.43% rate that means they actually had to interact with it and go to our landing page. Out of those people 50% converted, and a conversion for us means not only did they go to the landing page, but they clicked out to a lodging property. The Cambria pronunciation video done by Miss Consuelo had almost 140,000 views, 1400 shares, 530 saves and we gained 440 followers. She shared a couple samples of the most recent videos that they posted. We have Scarecrow Festival, Oceanpoint Ranch for weddings and then the same thing with Jim's place for weddings. She continued, this is our most recent video that we posted it is an interview with Mike for behind the scenes at the Christmas Market. Great reaction to this, people are loving a behind the scenes view and introduction of the new train. Next, Cozy Cambria is us preparing for the wet season. We want to be prepared for that and so we're trying to create collections of activities in Cambria that are indoors that will bring people to the area specifically for the season. Crafting events or Grandma Hobbies are part of the experiences. She said that the idea is that they are creating experiences for each of the months during our wet season. From there they will create content and then from that content they will distribute it through organic and paid ads. We have Co-op advertising that we're going to be running with Hwy. 1. She said they have a pretty robust budget for the winter months. They are trying to create content that will entice people to come out even though it's raining. They are creating the plan to continue through March. November and December they create trails and it will be on the website, it will be in our ads, and it will also be on our Visit Cambria App. The two trails that we're working on are a soup tasting trail and then a holiday beverage trail. We are curating craft experiences Jessica welcomes ideas on crafting experiences. They have new artwork for the app signs throughout town. She shared that they will also be creating table tents for distribution. She encouraged everyone to participate and recommend any businesses that might be interested in providing experiences.

5.2 H1TA Reports

Local Fund Summary and Resolution – October 2026
Enclosed in Board Packets and reviewed during update.

5.3 H1TA Presentation

CAO Cheryl Cuming reviewed the LFA Summary including the new Bylaws and the Resolution for the 1994 District. She reviewed the new absences policy and the dates for meetings towards completion of the 1994 formation. She shared that although they are referred to as LFA Boards now that will change to LFA Committees. Financial and Budget Committee accounting will be streamlined so all LFAs will have standardized reporting across the District. She displayed a Pie Chart of the current CTB fiscal year budget. The Committee will utilize past fiscal years to establish percentages for each budget category amount. This will also include a reserve account to support larger future projects.

6. Future Agenda Items/New Business

Review Event Budget funds and prior year funding.

7. Adjournment

There being no further business, the meeting was adjourned at 1:52 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant