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

Call to Order
The meeting was called to order at 11:38 a.m.

In attendance: Karen Cartwright, Committee Chair; Cheryl Cuming, H1TA; Jessica Blanchfield, Summer Bonilla, Archer & Hound Advertising; Jill Jackson, CTB MA.

Discussion Items

- ***Visit Cambria Marketing Update***
  Jessica shared that organically Visit Cambria Instagram saw a 63% increase in views. Google ads are performing well, and 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 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.

- General Updates
  - *New Cambria businesses or changes*
    Cambria Bound

> ***Highway 1 Marketing Update***
Cheryl gave an update on the 94 transition. It should be completed by November 3.

> ***SLO CAL Marketing Update***
None

Meeting Adjournment
There being no further business, the meeting was adjourned at 12:20 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant