

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
January 10, 2017

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 11:34 am.

Members Present

Jim Bahringer Cheryl Cuming, CAO
Linda Finley Bram Winter
Linda Ennen
Karen Cartwright
Greg Pacheco

CBID

Guests

Jessica Blanchfield, Archer & Hound
Audrey Garrington, Archer & Hound
Richard Mellinger, Rotary Club
Mary Ann Carson, Chamber
Sean Wilkinson, Cambria Shores Inn
Terri Harrington, Tula Yoga &

Retreats

2. Consent Agenda Items

Regular Board meeting minutes – December 13, 2016

Linda Ennen moved and Karen Cartwright seconded to approve the regular board meeting minutes of December 13, 2016 as presented. Motion carried unanimously.

3. Discussion & Action Items

Board Member Resignation

Jim Bahringer explained that Linda Finley has submitted a letter stating that she will not renew when her term is up on January 31, 2017. He said that he is pleased that she will continue as Stewardship Traveler Ambassador, but she will be missed on the board. Linda said she has been on the board since almost the beginning in 2012. She is continuing with Stewardship because of Di Strachan. CAO Cuming thanked Linda for her years of service. Jim said he would prefer not to accept her resignation, but will.

Jim Bahringer moved and Linda Ennen seconded to accept Linda Finley's resignation from the Cambria Tourism Board. Motion carried 4 in favor, 1 abstention – Linda Finley.

Board Member Intent to Remain

Jim stated that Linda Ennen's term renewal date is January 31, 2017 and she submitted a letter of intent to renew for an additional three year term.

Greg Pacheco moved and Linda Finley seconded to recommend to the Board of Supervisors that Linda Ennen renew her board membership for an additional three year term through January 31, 2020. Motion carried unanimously.

3.3 *Board Chair Appointment*

Linda Finley explained that the Board Chair position appointment term renewal date is January 31, 2017. Jim stated that he is willing to renew for an additional two year term, but he hopes that someone else that is newer to the board will be willing to take over soon.

Linda Finley moved and Karen Cartwright seconded to appoint Jim Bahringer to the Board Chair position for an additional two year term. Motion carried 4 in favor, 1 abstention – Jim Bahringer.

3.1 *Sunset Rotary Fundraising Dinner Application*

Jim introduced Dick Mellinger from the Sunset Rotary Club. He has submitted a funding application to assist with the costs of their annual fundraising dinner. The amount requested is \$3,500 to \$4,000. \$500 of the amount will go to pay for part of 5 or 10 veterans' rooms to stay overnight, to assist in proving the event will put "Heads in beds". He estimates 64 overnight stays. Bram Winter said that it is too costly for that many rooms. Greg Pacheco said he felt that it did not fit the board's mission. Dick said he was not sure how to distribute the room payments. CAO Cuming reminded the board that all constituents should be given an equal chance to provide the rooms and that no one hotel could be chosen. Prepayment for the rooms and a coupon or voucher were discussed. Karen Cartwright said that she felt the amount was too much. Bram questioned if the ticket sales paid the food costs. Dick said it could, but the ticket sales fund charitable causes, local scholarships and dog training program for veterans. He shared that the veterans have a motorcycle club that he hopes to attract here for larger events. CAO Cuming confirmed that motorcycle groups are now one of Cambria's target marketing groups. Karen said that she might support a smaller amount and suggested \$2,000; \$1,500 for the dinner costs and \$500 in partial room payments.

Karen Cartwright motioned and Linda Ennen seconded to fund \$2,000 from the Event Committee budget; \$1,500 for dinner expenses and \$500 for partial payment of rooms to incentivize overnight stays. Motion carried 3 in favor, 1 against - Greg Pacheco, and 1 abstention – Linda Finley, who is a member of the Rotary Club and could not vote due to conflict of interest.

3.2 *Farmers Market St. Patrick's Day Event Funding Application*

Linda Finley introduced Jeff Nielson, manager of the Cambria Farmers Market. He has submitted a funding application to assist with the costs of a new St. Patrick's Day event. The amount requested is \$2,000. Greg asked if he would be receiving additional funds for the event and he stated he did not know, but can speak with the Lion's Club about it. Jim stated that he thought the \$500 for marketing should go to Archer & Hound. Jessica said that Jeff should send them information so they can follow the Market on Instagram and Facebook and promote it that way. CAO Cuming said that it could be promoted through the Highway 1 Discovery Route website too. Jim stated that he believes that promoting the Farmers Market on Friday evenings is a great way to get people in town one night earlier to stay. CAO Cuming clarified that any additional funds received from the Lion's Club will be used for event expenses, and CTB funds not needed for these expenses will be repurposed towards out of area marketing

Linda Ennen moved and Greg Pacheco seconded to approve funding of \$ 2,000, from Event Committee budget funds, for the Cambria Lions Farmers Market Saint Patrick's Day event. Motion carried unanimously.

4. Information Items/Presentations

4.1 *Stewardship Traveler Program Standing Item*

Linda Finley shared that the next planned Stewardship Travel Workshop will take place May 11. The next step is to reach out to partners to attend. She will be working with Katie and Di Strachan on this.

She also shared the new Beautify Cambria cigarette tube with the board, who all liked the new design. She explained that they are still getting quotes on the sidewalk project and hope to do quite a sizeable portion in front of Soto's Market with a medallion design. CAO Cuming stated that the project is part of the county infrastructure funding.

4.3 Marketing Committee Report

Jessica Blanchfield gave the report on activity: Last month they started the Constituent Outreach. The Travel App has over 700 downloads. Unfortunately the company that they used for the Travel App has been sold. They have had a contest and awarded the BlendFest tickets that came with the CTB's sponsorship. Two tickets were saved for journalists to attend. They will also create itineraries for them to see Cambria while they are here. Road Magazine has a great print multi page article coming up which she will share at the next meeting. Darling Magazine will have a story in February. The shoulder season campaign "Change your perspective" is currently running and doing very well. Wednesday they will start the social promotion, "Meet in the middle".

4.4 CBID Update

CBID Financial Report for Cambria

The report was provided to the board but not discussed at the meeting.

4.5 CBID Presentations

CAO Cheryl Cuming gave an update to the board. A couple highlights from the activity report: They have created two new videos, one is boomer specific and one is millennial specific. In one month they drove 77,000 views to the videos. There is a link to the videos you can use to access and download them. Cambria grew 2% in the third quarter. You should have all received your Coastal Discovery/Stewardship tool kit. There are 100 Hearst Castle flyers included. There are forty activities this year. The Whale Trail is completed and there is a dedication in San Simeon next Friday, the founder will be there along with eight out of town journalists. They will spend quite a bit of time in Cambria too. The Highway 1 Alert is now active on the website. Cacentralcoast.com is the feed, which was funded by the San Simeon Board. Some goal stats: website sessions have increased by 57% and unique visitors by 63%, organic website searches 40%. The shoulder season branding campaign has launched, "All roads lead to roam" and there is a \$5,000 contest attached to that. There will also be a \$90,000 investment in their digital campaign. It will include native ads and there will be a digital and full page print ad co-op in the SF Gate. There will be a full page ad in the San Francisco Chronicle in February that will include Cambria. They have three \$5,000 vacation package contests each year.

4.6 Cambria Chamber of Commerce

Mary Ann Carson of the Cambria Chamber updated the board. They are currently very busy with the Art & Wine Festival. The CTB's sponsorship has really helped. The Western Dance is in February and brings 120 overnight requests. In the month of December they had 35,000 visits to the website. Businesses reported a better than average December. They have an ad coming up in 55 and Active that covers Arizona and Los Angeles.

5. Public Comment

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 12:59 pm.

Respectfully submitted,

Jill Jackson
Managing Assistant