

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

**Time:** 11:30 am – 12:30 pm

**Location:** Heritage Oaks Bank

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Bahringer	2 min
<b>2. Consent Agenda Items</b> Regular Board meeting minutes December 13, 2016	Bahringer	2 min
<b>3. Discussion &amp; Action Items</b>		
<b><i>Board Member Resignation</i></b> Linda Finley's term renewal date is January 31, 2017. She will submit a letter of resignation from board membership and her Outreach Committee Chair position; but will continue in her role as Stewardship Traveler Program Ambassador. The Board will receive her letter, discuss and vote.	Bahringer	5 min
<b>3.2      <i>Board Member Intent to Remain</i></b> Linda Ennen's term renewal date is January 31, 2017 and she will submit a letter of intent to renew for an additional three year term. The Board will receive her letter, discuss and vote.	Bahringer	5 min
<b><i>Board Chair Appointment</i></b> Jim Bahringer's Board Chair position appointment term renewal date is January 31, 2017. The board will discuss renewing for an additional two year term and vote.	Finley	3 min
<b>3.4      <i>Sunset Rotary Fundraising Dinner Application</i></b> The Sunset Rotary Club has submitted a funding application to assist with the costs of their annual fundraising dinner. The amount requested is \$3,500 to \$4,000. The Event Committee will make a recommendation and the board will discuss and vote.	Bahringer	6 min
<b>3.5      <i>Farmers Market St. Patrick's Day Event Funding Application</i></b> The Cambria Farmers Market has submitted a funding application to assist with the costs of a new St. Patrick's Day event. The amount requested is \$2,000. The Event Committee will make a recommendation and the board will discuss and vote.	Finley	6 min

**4. Information Items/Presentations**

- 4.1 Stewardship Traveler Program Standing Item** Finley 5 min  
Linda Finley, Stewardship Ambassador, will give an update on activity since the last board meeting. The new Cambria Stewardship Tote bag will be available for constituent pick up.
- 4.2 Marketing Committee Report** Ennen 10 min  
This is a standing agenda item for discussion of marketing progress and statistics since our last board meeting. Jessica Blanchfield will give the monthly presentation that includes a new Activity Report.
- 4.3 CBID Update** Cuming 2 min  
Local Update – December 2016  
CBID Monthly Fiscal Profit and Loss
- 4.4 CBID Presentations** Cuming 8 min  
Cheryl Cuming, CAO of the CBID will make a presentation of statistics, information, and upcoming opportunities for the board through the Wine Coast Country Region Highway 1 Discovery Route.
- Cambria Chamber of Commerce** Carson 6 min  
Mary Ann Carson of the Cambria Chamber of Commerce will update the board on what has taken place at the Chamber since her last update.
- Committee Meeting Minutes**  
Marketing Committee Minutes – December 12, 2016

**5. Public Comment**

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

**7. Adjournment**

**8. Informational**

- 8.1 Next Cambria Tourism Board Meeting**  
2nd Tuesday of each month – 11:30 am @ Heritage Oaks Bank – February 14
- 8.2 Events & Outreach Committees**  
1st Tuesday of each month – 11:30 am @ Heritage Oaks Bank
- 8.3 Marketing Committee Meetings**  
4th Tuesday of each month – 11:30 am @ Heritage Oaks Bank