

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 March 14, 2017

Time: 11:30 am – 12:45 pm

Location: Heritage Oaks Bank

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Bahringer	2 min
2. Consent Agenda Items Regular Board meeting minutes January 10, 2017	Bahringer	2 min
3. Discussion & Action Items		
3.1 Selection of New Board Member Three applicants have applied for the vacant board seat. The new member will also serve as Outreach Committee Chair. Board members will discuss and vote to approve one of the applicants.	Bahringer	5 min
3.2 Selection of New Vice-Chair The board will select a new Vice Chair from the current board members.	Bahringer	4 min
3.3 Arthritis Foundation 17th Annual CCC Bike Tour Funding Application The Arthritis Foundation has submitted a funding application to assist with the costs of their 2017 California Coast Classic Bike Tour. The amount requested is \$15,000. The Event Committee will make a recommendation and the board will discuss and vote.	Pacheco	5 min
3.4 American Legion 432 4th of July Fireworks Funding Application The American Legion 432 has submitted a funding application to assist with the costs of their annual 4 th of July Fireworks. The amount requested is \$15,000. The Event Committee will make a recommendation and the board will discuss and vote.	Pacheco	5 min
3.5 Scarecrow Festival Funding Application The Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2017 event. The amount requested is \$20,100. The Event Committee will make a recommendation and the board will discuss and vote.	Pacheco	5 min
3.6 Cambria Chamber of Commerce Olallieberry Festival Application The Cambria Chamber of Commerce has submitted a funding application to assist with the costs of the new Olallieberry Festival event. The amount requested is \$2,000. The Event Committee will make a recommendation and the board will discuss and vote.	Pacheco	5 min
3.7 Hospice of SLO Eroica Bike Ride Funding Application Hospice of San Luis Obispo has submitted a funding application to	Pacheco	5 min

assist with the costs of the Eroica USA Ride and Festival. The amount requested is \$4,999. The Event Committee will make a recommendation and the board will discuss and vote.

3.1 *Beautify Cambria Bee Faire Outreach Funding Application* Bahringer 5 min
Beautify Cambria has submitted a funding application to assist with outreach costs for the 2017 Bee Faire. The amount requested is \$3,271.46. The Outreach Committee is currently without a chair, so the board will discuss and vote.

3.2 *Board Response to Cambrian Article* Bahringer 5 min
The Cambrian newspaper ran a letter to the editor entitled, "Has quest for tourists passed tipping point?" on January 25, 2017. The board will discuss the necessity of a response and vote.

4. Information Items/Presentations

4.1 *Stewardship Traveler Program Update* Finley 5 min
Linda Finley, Stewardship Ambassador, will give an update on activity since the last board meeting.

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* Kollmann 2 min
Local Update – January 2017
CBID Monthly Fiscal Profit and Loss

4.4 *CBID Presentations* Kollmann 5 min
Laila Kollmann, Chair 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.

4.5 *Cambria Chamber of Commerce* Carson 5 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.

4.6 *Committee Meeting Minutes*
Marketing Committee Minutes – January 24, 2017
Event Committee Minutes – March 7, 2017

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 – April 11

8.2 *Events & Outreach Committees*
1st Tuesday of each month – 11:30 am @ Heritage Oaks Bank – April 4

8.3 *Marketing Committee Meetings*
4th Tuesday of each month – 11:30 am @ Heritage Oaks Bank – March 28

8.4 *Deadline for Agenda Items to be sent to the Managing Assistant*

8.5 3rd Friday of the month
CBID Board Meeting
4th Wednesday of the month