



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

**1. Call to Order**

The meeting was called to order by Board Chair Jim Bahringer at 11:36 a.m.

**Members Present**

Jim Bahringer  
Greg Pacheco  
Linda Ennen  
Karen Cartwright

**CBID**

Laila Kollmann  
Bram Winter  
Matt Masia

**Guests**

Jessica Blanchfield, Archer & Hound  
Audrey Garrington, Archer & Hound  
Linda Finley, STP Ambassador  
Mary Ann Carson, Chamber  
Leslie Dougherty  
Gracie Rey, SLO Hospice  
Taylor Hilden, Scarecrow  
Dennis Frahmman, Scarecrow  
John Ehlers, American Legion  
Christine Heinrich, Beautify Cambria

**2. Consent Agenda Items**

Regular Board meeting minutes – January 10, 2017

**Linda Ennen moved and Karen Cartwright seconded to approve the regular board meeting minutes of January 10, 2017 as presented. Motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 Selection of New Board Member**

Three applicants applied for the vacant board seat: Leslie Dougherty, non-constituent; George Marschall, Sea Otter Inn; and Kiran Patel, Bluebird Inn. Leslie was present and described her experience and desire to serve on the board. Linda Finley shared that there must be one non-constituent member on the board. Bram Winter stated that it is not required, but that the board may choose to have one with a five member board, and could have two on a seven member board (up to 30%). He stated that the prior board had planned to have a restaurant member. Linda Ennen asked if all of them could be accepted to increase the board back to seven members. Jim stated that one of the applications was incomplete and could not be accepted. Six members would be an even number. Jim suggested that George be the new board member and Leslie Dougherty be the new Outreach Chair

**Linda Ennen moved and Karen Cartwright seconded to recommend George Marschall as the new board member for appointment by the Board of Supervisors. Motion carried unanimously.**

**3.2 Selection of New Vice-Chair**

The board selected Linda Ennen as the new Vice Chair. Linda accepted.

**Jim Bahringer moved and Greg Pacheco seconded that Linda Ennen serve as Vice-Chair for the Cambria Tourism Board. Motion carried unanimously.**

### **3.3 Arthritis Foundation 17<sup>th</sup> 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. Greg Pacheco stated that the Event Committee was recommending \$5,000 in funding, contingent on Hwy 1 being open so that the riders would stay in Cambria for the fourth night of the ride. Laila Kollmann confirmed that all the rooms would be booked at one hotel. Mary Ann stated that many of them camp out. Greg said most likely the highway will not be open and at the committee meeting Shannon had stated that \$5,000 would not be enough to re-route the riders to Cambria, they would probably have them stay in Paso Robles instead. Bram stated that the Best Buddies ride would be a better investment and Karen Cartwright volunteered contact information. Greg said that he would like to change the committee recommendation to a denial of funding the application.

**Greg Pacheco moved and Linda Ennen seconded to deny funding the Arthritis Foundation 17<sup>th</sup> Annual CCC Bike Tour application. Motion carried unanimously.**

### **3.4 American Legion 432 4<sup>th</sup> of July Fireworks Funding Application**

John Ehlers explained that the American Legion 432 submitted a funding application to assist with the costs of their annual 4<sup>th</sup> of July Fireworks in the amount of \$15,000. Greg stated that the Event Committee recommends funding \$7,500, as budgeted. Originally \$8,500 was budgeted, however \$1,000 of that was used in funding the Harvest Festival application earlier in the year. Linda stated that the board should fund \$8,500. It is a necessity to the lodging constituents to have the fireworks, three years ago when they were cancelled it reduced income considerably. The holiday is on a Tuesday this year and the fireworks will definitely bring overnight mid-week stays that are needed. John confirmed that he will revise his application and contact the San Simeon Board for additional funds.

**Linda Ennen motioned and Karen Cartwright seconded to fund \$8,500 for the American Legion 432 4<sup>th</sup> of July Fireworks from the Event Committee budget. Motion carried unanimously.**

### **3.5 Scarecrow Festival Funding Application**

Dennis Frahmann stated that the Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2017 event, in the amount of \$20,100. Greg said the Event Committee recommends funding \$10,000. Dennis said that it would be a hardship to not receive the full funding. He confirmed that the amount already included receiving additional funds from the San Simeon Board. Greg asked what other avenues they may have for income. Laila stated that the festival is especially important this year because of the Highway 1 closure. They always have many guests excited to hear about and attend the festival. Jessica confirmed that they will work to promote the festival. Jim suggested \$15,000.

**Jim Bahringer moved and Linda Ennen seconded to approve funding of \$15,000 from Event Committee budget funds for the Scarecrow Festival application. Motion carried 3 in favor, 1 against: Greg Pacheco.**

### **3.6 Cambria Chamber of Commerce Olallieberry Festival Application**

Mary Ann Carson from 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. Greg stated that the Event Committee will not recommend funding the application because it was submitted past the 90 day window. Maureen Hubbell shared that she has already received three room bookings because of the upcoming festival. Mary Ann stated that the Bee Faire is the next day, so people will stay the weekend for both events. She believes it will be very successful and become a regular annual event. The Bee Faire last year was very successful. Because it is a new event it may qualify for CBID matching funds.

### **3.7 Hospice of SLO Eroica Bike Ride Funding Application**

Gracie Rey explained that Hospice of San Luis Obispo has submitted a funding application to assist with the costs of the Eroica USA Ride and Festival in the amount of \$4,999. Greg stated that the Event Committee recommends not funding the application because it was very late, less than 30 days prior to the event; and the riders pass through and do not stay overnight. It is a Paso Robles event, not a Cambria Event.

**Greg Pacheco moved and Linda Ennen seconded to deny funding the Hospice of SLO Eroica Bike Ride application. Motion carried unanimously.**

### **3.8 Beautify Cambria Bee Faire Outreach Funding Application**

Christine Heinrich stated that Beautify Cambria has submitted a funding application to assist with outreach costs for the 2017 Bee Faire in the amount of \$3,271.46. The Faire was a great success last year and they would like to grow attendance by doing an outreach at an Earth Day event in SLO. Greg said that it would only market to locals, not to out of area visitors that will lodge overnight. Karen stated that she felt like it did not fit the board's mission.

**Greg Pacheco moved and Karen Cartwright seconded to deny funding of the Beautify Cambria Bee Faire Outreach application. Motion carried unanimously.**

### **3.9 Board Response to Cambrian Article**

Jim explained that *The Cambrian* newspaper ran a letter to the editor entitled, "Has quest for tourists passed tipping point?" on January 25, 2017. Does the board wish to respond? It could be a positive PR opportunity to stress all the good that the board has done for non-profits and with Stewardship Travel. Laila offered to have the CBID assist with the response.

**The response will be tabled for the next meeting, pending CBID review and assistance.**

## **4. Information Items/Presentations**

### **4.1 Stewardship Traveler Program Update**

Linda Finley shared that the next planned Stewardship Travel Workshop will take place May 11. It will be a follow up with previous attendees and training for all lodging staff on the Stewardship activities offered, directly from the people that run them. The next step is to reach out to partners to attend. You will receive an email to remind you to "save the date".

### **4.2 Marketing Committee Report**

Jessica Blanchfield gave the report on activity: The shoulder season campaign "Change your perspective" concluded and exceeded industry standards each month. The booking engine: of the 42 properties listed 10 are ready to go, with another seven finishing up their profiles and another seven considering it. They also have two vacation rental managers that are interested. They still have eleven they have not been able to reach yet. They plan on March 27 for a go live date. Room Knights will hopefully be available for on sight visits in May. The second tier will go live in April. New software is being developed to accommodate some of the smaller properties. It will also provide the booking widget that we can put on any website. They are working with the CBID for the destination focus in April. A getaway package will be created too. They are working with the CBID and Visit SLO on the Highway 1 closure. Ride GPS will be promoting Cambria routes through an ambassadorship. Two Dads will be another ambassador. Alaska Airlines will be including Cycle Central Coast patches and cards in their inaugural flight bag. Jim asked Jessica to look into having a Cambria sticker added to the Hearst Castle brochures, he would like to see us market as the "Gateway to Hearst Castle", because of the Highway 1 closure. The brochures have a very wide distribution, including airports. She agreed to look into the logistics of it and see what can be done.

### **4.3 CBID Update**

*CBID Financial Report for Cambria*

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

#### **4.4 CBID Presentations**

Laila Kollmann, CBID Chair gave an update to the board. The TOT increased quarter over quarter by 6.6%. We will follow up to see what happens with the Highway 1 closure. Next month there will be a Coastal Discovery recap and a packet on the revised guidelines for funding applications. Friday they should hear more about the highway closure. Visit SLO is working closely with Visit California on this issue. Please help out other regions by recommending guests visit San Simeon and Ragged Point during their stay. The Alaska Airlines flight kickoff is April 13. United has added a flight to Denver too.

#### **4.5 Cambria Chamber of Commerce**

Mary Ann Carson of the Cambria Chamber updated the board. She thanked the board for its support of the Art & Wine Festival. It was very successful and they plan to continue to grow the event. The CTB's sponsorship has really helped. The Western Dance brought 200 overnight guests. The Chili Cook Off and Car Show is on April 22. They continue to have about 1,000 people to the Visitors Center and average 30,000 initial visits to the website monthly. They worked with Cal Trans to get the electronic sign put up south of Highway 46. They are working on a detour and getting the word out that Cambria businesses are open.

#### **4.6 Committee Meeting Minutes**

*Marketing Committee Minutes – January 24, 2017*

*Event Committee Minutes – March 7, 2017*

The minutes were provided to the board but not discussed at the meeting.

#### **5. Public Comment**

Laila reminded the board that one of the reasons for the time deadlines on the funding applications is to give time for the organization to reapply in case the CBID denies it.

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

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 1:40 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant