

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 April 11, 2017

Time: 11:30 am – 12:35 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 March 14, 2017	Bahringer	2 min
3. Discussion & Action Items		
3.1 Appointment of New Board Member The Board selected George Marschall to fill the vacant board seat and position as Outreach Committee Chair. His application was presented to the Board of Supervisors for approval. The Board will welcome George.	Bahringer	5 min
3.2 Beautify Cambria Bee Faire Event Funding Application Beautify Cambria has submitted a funding application to assist with costs for the 2017 Bee Faire event. The amount requested is \$1,293.26. The Event Committee does not have budget funds available, so the board will discuss and vote.	Bahringer	5 min
3.3 Cambria Chamber Olallieberry Festival Matching Fund Application The Board approved the Cambria Chamber of Commerce funding application in the amount of \$2,000 to assist with the costs of the new Olallieberry Festival event. The Board will discuss and vote on the approval of submission to the CBID of a Matching Fund Application in the amount of \$1,000.	Bahringer	5 min
3.4 CTB Marketing Partner Request For Proposal (RFP) The Board will discuss and vote on issuing a new RFP or renewing the contract of the current marketing partner, Archer & Hound.	Bahringer	10 min
4. Information Items/Presentations		
4.1 Stewardship Traveler Program Update Linda Finley, Stewardship Ambassador, will give an update on activity since the last board meeting.	Finley	4 min
4.2 Marketing Committee Report This is a standing agenda item for discussion of marketing progress and statistics since the last board meeting. Jessica Blanchfield will give the	Ennen	10 min

monthly presentation that includes a new Activity Report.

- 4.1 CBID Update** Cuming 2 min
Local Update – February 2017
CBID Monthly Fiscal Profit and Loss
- 4.2 CBID Presentations** Cuming 15 min
CBID CAO Cheryl Cuming will make a presentation and take questions regarding the revised Local Fund Sponsorship Guidelines and Application. She will also update the board on statistics, information, and upcoming opportunities through the Highway 1 Discovery Route.
- 4.3 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.
- 4.4 Committee Meeting Minutes**
Marketing Committee Minutes – March 28, 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 – May 9
- 8.2 Events & Outreach Committees**
1st Tuesday of each month – 11:30 am @ Heritage Oaks Bank – May 2
- 8.3 Marketing Committee Meetings**
4th Tuesday of each month – 11:30 am @ Heritage Oaks Bank – April 25
- 8.4 Deadline for Agenda Items to be sent to the Managing Assistant**
3rd Friday of the month
- 8.5 CBID Board Meeting**
4th Wednesday of the month