

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 May 9, 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 April 11, 2017	Bahringer	2 min
3. Discussion & Action Items	Bahringer	5 min
3.1 Increase Board Membership The Board will discuss and vote on increasing the number of its members from five to seven.		
3.2 2017/2018 Budget Approval The Governance Committee members reviewed a budget for the fiscal year ending June 30, 2018. Board members will discuss the new budget and vote on approval.	Bahringer	5 min
3.3 CTB Marketing Partner Contract Renewal The Board will review the submitted report cards; and discuss and vote on the renewal of the contract with the current marketing partner, Archer & Hound.	Bahringer	5 min
3.4 Board Response to Cambrian Article <i>The Cambrian</i> newspaper ran a letter to the editor entitled, “Has quest for tourists passed tipping point?” on January 25, 2017. The Board will review a draft of response and vote on approval.	Bahringer	5 min
4. Information Items/Presentations		
4.1 Stewardship Traveler Program Update Linda Finley has resigned her position as Stewardship Ambassador. The Board will discuss a replacement. A program information sheet is included in the board packet.	Bahringer	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 a presentation that includes a 24-month recap.	Ennen	20 min

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| <p>4.1 CBID Update
Local Update – March 2017
CBID Monthly Fiscal Profit and Loss</p> | <p>Cuming 2 min</p> |
| <p>4.2 CBID Presentations
CBID CAO Cheryl Cuming will make a presentation to the board on statistics, information, and upcoming opportunities through the Highway 1 Discovery Route.</p> | <p>Cuming 8 min</p> |
| <p>4.3 Budget Summation month of April 2017
A brief status of the funds expended and remaining available to each committee from their budget amounts will be presented for the month of April 2017.</p> | <p>Bahringer 2 min</p> |
| <p>4.4 Cambria Chamber of Commerce
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.</p> | <p>Carson 5</p> |
| <p>4.5 Committee Meeting Minutes
Marketing Committee Minutes – April 25, 2017</p> | |

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 – June 13
- 8.2 Events & Outreach Committees**
1st Tuesday of each month – 11:30 am @ Heritage Oaks Bank – June 6
- 8.3 Marketing Committee Meetings**
4th Tuesday of each month – 11:30 am @ Heritage Oaks Bank – May 23
- 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