



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
June 13, 2017

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 11:31 a.m.

Members Present

Jim Bahringer
Linda Ennen
Karen Cartwright
Greg Pacheco
George Marschall

CBID

Cheryl Cuming, CAO
Bram Winter

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Linda Finley, Stewardship
Mary Ann Carson, Chamber
Taylor Hilden, Scarecrow Festival
Kate Sturtevant, Stewardship
Kathe Tanner, *The Cambrian*
Lisa Miller, Cutruzzola Vineyards
Leslie Dougherty, *The Cambrian*
John Ehlers, American Legion 432
Nancy Green, CCAT

2. Consent Agenda Items

Regular Board meeting minutes – May 9, 2017

Linda Ennen moved and George Marschall seconded to approve the regular board meeting minutes of May 9, 2017 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 2017/2018 Marketing Budget Approval

Linda Ennen, Marketing Committee Chair, said that she asked Jessica to share the presentation given to the Marketing Committee with the entire board. Linda feels that the board needs to have input on some of the big choices involved in the new budget. Jessica Blanchfield from Archer & Hound gave a presentation of their findings from several online surveys that she feels will help define and narrow their target marketing audience. This will help use the reduced marketing budget funds for this fiscal year more wisely. They have also defined best times to market to certain groups because of their interests and expressed reasons for traveling. This will reduce monthly costs by only marketing to these groups during certain months and not all year. Jessica shared the three possible Marketing Committee 2017/2018 budget options the first includes a revamp of the current website, the second a new website and cancelling or suspending the Travel App, the third includes a new website and the Travel App renewal and will need additional funds. Jessica shared that she contacted the Travel App Company and they were very sympathetic to Cambria's current situation with Hwy 1 closed. They offered a \$3,900 reduction in the renewal cost. The board was impressed and agreed the offer should be taken up on. Jessica confirmed that the app had been downloaded approximately 1,500 times. Jim stated that he shares it with visitors all the time that have questions, he would like to see an ad for it on the Cambria sign, so people could get it on their way into town. Jessica said that Archer & Hound could also do a survey of Travel App users. Jill shared a revised budget that covered the extra

marketing expenses. The Event and Outreach Committees met and discussed reductions in their budgets to cover the additional funds needed. Greg Pacheco stated that marketing is the most important use of the board's funds. Jill stated that the \$3,900 reduction in renewal fees could go back into Event or Outreach Committee funds. Greg said it would be better to replace contingency funds used for the marketing budget. Jim said that he felt more could be done with Cycle Central Coast to help fund costs. He suggested inviting other regions to participate on the website for assistance in funding costs. CAO Cuming confirmed that Avila Beach might be interested. It would mean having other regions' lodging offered on the site. She suggested that Archer & Hound create a proposal.

Linda Ennen moved and Greg Pacheco seconded to choose Marketing Committee budget option number three that includes renewing the Travel App and creation of a new website. Motion carried unanimously.

3.2 2017/2018 CTB Budget Approval

Board members discussed the 2017/2018 budget overview included in the board packet. Option number three includes marketing costs for Travel App renewal and creation of a new website. Due to the reduction Jessica got on the Travel App renewal fee the contingency fund will be increased by \$3,900. Marketing budget funds will decrease by \$3,900 to \$313,268; Event Committee budget funds will total \$32,250; and Outreach Committee budget funds total \$18,000. Bram questioned if the 8% decrease projected for 2017/2018 is correct, the CBID is not projecting that much of a decrease. CAO Cuming said she felt that was based on the first quarter which was less than normal because of Easter weekend occurring in the second quarter. Jim said he did not believe it would be that bad either, but we could revisit it later in the fiscal year and see if adjustments are necessary. Either way, over or above, it will be absorbed in the following year budget. Hopefully it will create a larger carry forward than the projected \$23,900.

Greg Pacheco moved and George Marschall seconded to approve for the 2017/2018 fiscal year budget worksheet option number three, with a decrease of \$3,900 to the Marketing Committee budget to total \$313,268; Event Committee budget funds will total \$32,250; Outreach Committee budget funds total \$18,000 and the Contingency fund will increase \$3,900 to \$23,900. Motion carried unanimously.

3.3 CCAT Film Festival Funding Application and Matching Funds

Nancy Green from the CCAT has submitted a funding application to assist with costs of the 2018 Cambria Film Festival event. She explained that the amount requested is \$4,500 of their \$6,000 marketing costs for the event. They have had 1,600 hundred entries, it is a Romantic Comedy film festival in partnership with the Love Story Project store in Cambria. It will involve the whole community and Nancy hopes people will volunteer. Greg said he understood since it is a new event it qualifies for a CBID matching funds application in the amount of \$2,250, making the net Event Committee budget expense \$2,250. CAO Cuming confirmed that if it is approved, that is correct. Greg stated that he recommends the funding, it definitely checks all the boxes for the Board's mission. CAO Cuming let Nancy know that a marketing plan must accompany the application for CBID approval.

Greg Pacheco moved and Linda Ennen seconded to approve funding the CCAT Cambria Film Festival application in the amount of \$4,500 and submitting the CBID Matching Fund application in the amount of \$2,250. Motion carried unanimously.

4. Information Items/Presentations

4.1 Stewardship Traveler Program Update

Katie Sturtevant, Stewardship Travel Program Director, gave an update. She shared the Avila Beach poster with the whale logo, which will be printed on the new tote bags. They are working on messaging to better define and increase understanding of the program. A yearend report on the program was provided to members. Katie and Linda will talk to Aaron Linn who is interested in participating in the program.

4.2 Marketing Committee Report

Jessica Blanchfield reviewed the April 2017 recap report statistics, booking engine revenue was \$5,492.62. Press hit values were over \$220,000.

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

CAO Cuming reviewed the June 2017 CBID Stat Summary/Local Fund Summary. Overall TOT, year over year, for the first quarter was down 16.4%, with Cambria down 11.4%. She also reviewed the CBID Co-op update report supplied to the board members.

4.5 Cambria Chamber of Commerce

Mary Ann Carson reported that the Chamber website had over 30,000 visitors last month. They are working on expanding the Art & Wine Event. They will have a two day artist fair to sell more tickets. They are looking at a group tour in August, and holiday activities geared more to kids. Jim asked about the booking engine widget on the Chamber website and Mary Ann said it would be discussed with the board at the next meeting, on Thursday. Jim said he would try to attend. Jim shared that there is a hand out with a summary of services for the homeless available at the Chamber. He hands them to homeless people that may need the information.

4.6 CTB July and August Meetings

Jim said that last year board members voted not to have CTB meetings in the months of July and August due to it being the busiest months. Jill said that she will be available and working for the two months and will notify members of anything needing to be addressed during this time. If a meeting becomes necessary the board can call one. Jill will post cancellations for the meetings both months.

4.7 Committee Meeting Minutes

Event and Outreach Committees Meeting Minutes – June 6, 2017

Marketing Committee Meeting Minutes – May 30, 2017

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

5. Public Comment

John Ehlers from American Legion 432 stated that the CTB was welcome to have a booth in Shamel Park at the upcoming Fourth of July firework celebration. Jim said if any expense was necessary it could come from discretionary funds and CAO Cuming confirmed.

Karen Cartwright invited everyone to the Ocean Point Ranch grand opening. Lisa Miller shared that Cutruzzola Vineyard would be pouring the wine.

6. Future Agenda Items/New Business

There were no future agenda items or new business discussed.

7. Adjournment

There being no further business, the meeting was adjourned at 1:02 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant