



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
May 9, 2017

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 11:30 a.m.

Members Present

Jim Bahringer
Greg Pacheco
Linda Ennen
George Marschall
Karen Cartwright

CBID

Cheryl Cuming, CAO

Guests

Jessica Blanchfield, Archer &Hound
Carissa Schwabenland, Archer & Hound
Aaron Linn, Linn's
Gayle Jenkins, Chamber
Taylor Hilden, Scarecrow Festival
Maureen Hubbell, Olallieberry Inn
Mitchell Masia, Cambria Inns

2. Consent Agenda Items

Regular Board meeting minutes – April 11, 2017

Greg Pacheco moved and Karen Cartwright seconded to approve the regular board meeting minutes of April 11, 2017 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Increase Board Membership

Jim Bahringer said that he would like to discuss and vote on increasing the number of board members from five to seven. Greg offered that applicants should attend committee meetings first, before being voted on to the board. Jim said he would like to see someone on the board represent vacation rentals.

The discussion was tabled for further outreach to applicants.

3.2 2017/2018 Budget Approval

Jim asked members to review the draft budget and be prepared to discuss at the June meeting.

The vote was tabled for the June meeting.

3.3 CTB Marketing Partner Contract Renewal

Linda Ennen, CTB Marketing Chair, stated that she supported a two year contract renewal with Archer & Hound and no RFP. She is extremely happy with what she has seen working with them. Jim said to leave the RFP open for consideration at a later time.

Linda Ennen moved and Karen Cartwright seconded to renew the contract of Archer & Hound for two additional years with a budget of \$600,000. Motion carried unanimously.

3.4 Board Response to Cambrian Article

Jim stated that *The Cambrian* newspaper ran a letter to the editor entitled, "Has quest for tourists passed tipping point?" on January 25, 2017. Jill explained that at the prior CTB meeting Laila Kollmann had suggested that we use it as a promotional opportunity to show all that the CTB has

funded for the community, and Jim requested a draft be created. It was included in the board packet. Aaron Linn said the article was very well written and suggested that it was better not to reply and bring matter up again.

Jim Bahringer motioned and the board members agreed unanimously not to respond to *The Cambrian* article.

4. Information Items/Presentations

4.1 *Stewardship Traveler Program Update*

Jill explained that Linda Finley resigned her position as Cambria Stewardship Ambassador. The board needs to consider a replacement. A program information sheet was included in the board packet. Aaron Linn offered that he would be interested in doing this and could support the Stewardship program. The board was pleased and thanked him.

4.2 *Marketing Committee Report*

Jessica Blanchfield gave a 24 month recap report of Archer & Hound's accomplishments with statistics of growth and examples of some of the recent print articles. Greg said he would like to see improvements on the website. Jessica explained that they had inherited the website and there is very little they can do with the current platform except band aid it. It has a great deal of content. It would cost \$30,000 to \$50,000 to start over and create a new website. They have recently absorbed a website development company, so could definitely handle it.

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 CBID Stat Summary Brief/Dashboard statistics. She also shared numbers from Cambria's destination focus month and the assets created and available for use.

4.5 *Budget Summation month of April 2017*

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

4.6 *Cambria Chamber of Commerce*

Gayle Jenkins reported that the Olallieberry Festival was a great success. There were over 500 attendees. Mary Ann will submit a follow up report. She also updated the board on the bike rental project the Chamber is working on.

4.7 *Committee Meeting Minutes*

Marketing Committee Minutes – April 25, 2017

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

5. Public Comment

There was no public comment.

6. Future Agenda Items/New Business

There was no future agenda items or new business discussed.

7. Adjournment

There being no further business, the meeting was adjourned at 1:09 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant