

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 September 19, 2017

Time: 1:00 p.m. – 2:15 p.m.

Location: Pacific Premier 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 June 13, 2017	Bahringer	2 min
3. Discussion & Action Items		
3.1 Funding Application Guidelines Discussion CBID CAO Cuming will answer any questions Cambria organizations and board members have about the guidelines for funding applications.	Bahringer	15 min
3.2 Number of CTB Board Members Discussion Board members will discuss the possible benefits of adding two more board members, and vote on a decision.	Bahringer	5 min
3.3 Cambria Art & Wine Festival 2018 Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with costs of the Cambria Art & Wine Festival 2018. The amount requested is \$8,000. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Pacheco	5 min
3.4 Cambria Harvest Festival Funding Application The Cambria Historical Society has submitted a funding application to assist with costs of the Cambria Harvest Festival. The amount requested is \$3,300. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Pacheco	5 min
3.5 Maintenance of Main St. Medians/Strip Plantings Funding Application The Beautify Cambria Association has submitted a funding application to pay for the costs to maintain the Cambria Main Street medians and sidewalk strip plantings. The amount requested is \$4,980. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
3.6 Watering of Main St. Medians/Strip Plantings Funding Application The Beautify Cambria Association has submitted a funding application to pay for the costs of watering the Cambria Main Street medians and sidewalk strip plantings. The amount requested is \$4,900. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
3.7 Rural Road Trip Co-op Marketing Expense The cost for the CTB to participate in the Roadtrippers Influencer program is \$3,750. The Marketing Committee will make a recommendation and the	Cartwright	3 min

board will discuss and vote on approval.

3.1 Cambria Magazine Travel App Ad

Last year the CTB purchased a ¼ page ad in the *Cambria Magazine* to promote the Visit Cambria Travel App. The cost for the same size ad in the new edition of the magazine is \$650. The board will discuss and vote on approval.

Bahringer 3 min

3.2 Visit Cambria Booking Widget on Cambria Chamber Website

In order for the Cambria Chamber to display the booking engine widget on its website all of their members must be represented on it. This means that some lodging from outside Cambria would need to be listed. The Marketing Committee will make a recommendation and the board will discuss and vote on approval.

Cartwright 3 min

4. Information Items/Presentations

4.1 Stewardship / Kind Traveler Program Update

This is a standing agenda item to update the board on any program activity since the last board meeting.

Marschall 3 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 the monthly recap.

Blanchfield 10 min

4.3 CBID Update

Local Update – August 2017
CBID Monthly Fiscal Profit and Loss

Cuming 2 min

4.4 CBID Presentations

CAO Cheryl Cuming will make a presentation on statistics, information, and upcoming opportunities through the Highway 1 Discovery Route.

Cuming 2 min

4.5 Cambria Chamber of Commerce

min
Mary Ann Carson will update the board on what has taken place at the Chamber since her last update.

Carson 5

4.6 Committee Meeting Minutes

Event and Outreach Committees Meeting Minutes – August 1, 2017
Marketing Committee Meeting Minutes – August 15, 2017
Event and Outreach Committees Meeting Minutes – September 5, 2017

5. Public Comment

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Cambria Tourism Board Meeting

2nd Tuesday of each month – 1:00 p.m. @ Pacific Premier Bank

8.2 Event & Outreach Committees Meeting

1st Tuesday of each month – 11:30 a.m. @ Pacific Premier Bank

8.3 Marketing Committee Meeting

2nd Tuesday of each month – 11:30 a.m. @ Pacific Premier Bank

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