

CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

September 19, 2017

DRAFT

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:02 p.m.

Members Present CBID Guests

Jim Bahringer	Cheryl Cuming, CAO	Jessica Blanchfield, Archer &Hound
George Marschall	Bram Winter	Carissa Schwabenland, Archer & Hound
Karen Cartwright	Matt Masia	Linda Finley, Stewardship
Greg Pacheco		Mary Ann Carson, Chamber
		Paulla Ufferheide, Scarecrow

Festival

Absent: Linda Ennen

John Ehlers, CHS
Debbie Johnson, CHS
Penny Church, CHS
Consuelo Macedo, CHS
Claudia Harmon, Beautify Cambria
Cheryle Raiter, Beautify Cambria
Kathe Tanner, *The Cambrian*

2. Consent Agenda Items

Regular Board meeting minutes – June 13, 2017

Greg Pacheco moved and Karen Cartwright seconded to approve the regular board meeting minutes of June 13, 2017 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Funding Application Guidelines Discussion

George Marschall expressed that there is confusion from organizations about the new funding applications and he and Greg, as new board members, do not have the historical experience to have answers. He asked why the changes were made. CAO Cuming explained the previous idea of not using funds for marketing expenses came from a prior board member. It was never a CBID directive. It is the evolution of the application, it took about nine months. We had several meetings to discuss it; we collected all the local fund chairs together for input. They found that more clarity and connection needed to be given between the application and the mission of this group, which is "heads in beds". We are not a community funding organization. We are a lodging funding group. Changes were also made so that committees could make better decisions based on what they will receive for their sponsorship dollars. Including projected room nights. The responsibility is put more on the applicant to prove value and fill out a complete application that a committee chair can approve. The form can continue to evolve and your best bet would be to provide your feedback to Jill Jackson. All local administrators will give feedback at the next meet

ing. Penny Church said that she feels it would be better to get immediate input on the application, so they could have responded. Jill stated that she responded with all the committees' feedback and requests to John Ehlers, who submitted the application. CAO Cuming told Jim that it was discussed at the Avila meeting. Jim said that his input had been that we should not go with the 120 days, but 90. He said that there is a philosophical difference between the county board and this board, at least with this board chairman, anyway. He continued that the CTB's mission is to provide funds to increase more stays in hotels, more mid-week stays, and longer stays and whatever it takes by the opinion of this board is what we should be spending our money on. The money comes directly from the county. Jim stated that in his opinion the board does not have a parent – child relationship with the CBID board. In other words, unless it is illegal, the CBID should not be able to deny funding of CTB approved applications. It is easier for the applicant to follow a very strict guideline, but if someone came with an event that would put 300 heads in beds next month this board should be able to fund it. The CBID does not have the authority to deny the funding. The CTB is tasked with spending this money in the best way for its constituents. I believe that is how the ordinance reads and I believe county counsel would agree with that. Maybe not, we should check. The CBID should not second guess this boards decisions, why even have a board? CAO Cuming stated that they have had over three hundred applications and over five million in funding and there needs to be a process that applicants follow. She said he was correct that the CBID has denied funding on some of the CTB, and other local areas, applications. The CBID recommends funding to the Board of Supervisors, who is the final decision in funding. Jim asked CAO Cuming what authority the CBID had to deny the CTB's funding of applications. Where in the code does it say that? That the CBID is superior to the CTB? If you read the code, it does not say that. One percent of the assessment goes to the CBID, one percent goes to the local board. It is up to the local board to decide how that money is used for its constituents, they know best, the county does not. Matching funds, of course the CBID can deny, but otherwise, no. CAO Cuming said that there is a hierarchy, the CBID board is a step up. She said their goal has been to work in collaboration with the local fund boards. The ordinance does state that the CBID is the governing board. Jim stated that he did not find that in the ordinance. It takes away the intent of the local board for the county to override them. He said he does not see any evidence that the boards have a parent – child relationship. CAO Cuming said she can supply paperwork to Jim that will confirm the CBID's authority.

George said that he wanted to address the funding application guidelines and that it seems some groups have gotten stuck "in between" the old and new applications and it is unfair to them. Jill confirmed that committee chairs can chose for the application not to go forward to the board for review and a vote. You can do either, whether you are recommending or not. CAO Cuming offered to attend a committee meeting too, if it might be helpful.

Jim proposed that a copy of the CTB by-laws be available at the next meeting for review and discussion; and perhaps they can make some more specific process guidelines. He asked that it be added on to the agenda. The board unanimously agreed.

3.1 *Number of CTB Board Members Discussion*

Jim stated that they can table the discussion about whether to add two more board members. George said he would like to make a decision. George said he does not think so because it makes it harder to come to agreements, it is difficult with five.

George Marschall moved and Greg Pacheco seconded to not add any additional members. Motion carried unanimously.

3.2 *Cambria Art & Wine Festival 2018 Funding Application*

Greg stated that the Cambria Chamber of Commerce submitted a funding application to assist with costs of the Cambria Art & Wine Festival 2018. The amount requested is \$8,000 but due to budgetary reasons the Event Committee is recommending \$7,000 be funded. The committee based its recommendation on last year's success, that funding is for marketing expenses, and that 80% of attendees are from out of area.

Greg Pacheco moved and Jim Bahringer seconded to approve funding the Cambria Chamber of Commerce application in the amount of \$7,000 from Event Committee budget funds. Motion carried 3 in favor, 1 abstained: George Marschall abstained because he is a member of the Cambria Chamber of Commerce Board.

3.3 *Cambria Harvest Festival Funding Application*

Greg explained that the Cambria Historical Society submitted a funding application to assist with costs of the Cambria Harvest Festival. The amount requested is \$3,300. Due to that it is mainly locally attended and does not bring in out of area visitors, is on Columbus Day weekend, and the application requests overhead expenses, the Event Committee recommends not funding the application. Consuelo offered the board a revamped marketing plan for consideration. Claudia suggested that events grow each year, and have more attendance, and that the board has to invest to increase attendance to ongoing events. Jessica stated that Archer & Hound could create packages for Cambria groups to use for their marketing of events. Everyone agreed that would be very helpful. Karen offered possibly funding a lesser amount to help with marketing expenses for the Harvest Festival.

Karen Cartwright moved and Jim Bahringer seconded to approve funding the Cambria Historical Society Harvest Festival application in the amount of \$1,500 from Event Committee budget funds. Motion carried 3 in favor, 1 against: Greg Pacheco.

3.4 *Maintenance of Main St. Medians/Strip Plantings Funding Application*

George explained that 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. George stated that the Outreach Committee does not recommend due to no long term plan being in place. Whatever is funded could die next year if no plan, or funds are in place. The board asked for Beautify to present a long term plan for very low maintenance plants or trees, George added it should be approved by an arborist. Claudia stated that they would like to pay the bill they have been presented for \$2,750, George said they cannot ask for funds spent without approval. Jim suggested they come back with a plan that includes reimbursement, he feels this should be done. Claudia confirmed that Beautify will not be able to continue without CTB funding. Karen said it should be businesses. Jim suggested they contact PROS, a standing CCSD Committee. Claudia said statistics show that people travel to towns that are pretty and have trees and flowers. It is more important than events. Jim stated that he hopes the board will consider reimbursing Beautify for the work that has already been done. George encouraged them to reapply with a long term plan.

The board unanimously agreed to deny funding.

3.5 *Watering of Main St. Medians/Strip Plantings Funding Application*

The Beautify Cambria Association submitted a funding application to pay for the costs of watering the Cambria Main Street medians and sidewalk strip plantings, in the amount of \$4,900. This was discussed with the above (3.5) application.

The board unanimously agreed to deny funding.

3.6 *Rural Road Trip Co-op Marketing Expense*

Karen explained that the cost for the CTB to participate in the Roadtrippers Influencer program is \$3,750. The Marketing Committee recommends funding from the contingency fund. Jessica explained the program and board members liked the opportunity. She explained that it is contingent upon the San Simeon board approving \$3,750 too.

Greg Pacheco moved and George Marschall seconded to approve funding the Rural Road Trip Co-op in the amount of \$3,750 from contingency funds. Motion carried

unanimously.

3.7 Cambria Magazine Travel App Ad

Jill explained that 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. A copy of the ad was enclosed in the board packet. George asked why it was not included in the marketing budget and Jessica explained it was overlooked, but will be included next year.

Greg Pacheco moved and Karen Cartwright seconded to approve funding the ¼ page Cambria Magazine ad in the amount of \$650 from contingency funds. Motion carried unanimously.

3.8 Visit Cambria Booking Widget on Cambria Chamber Website

Jim stated that 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 six lodging properties from outside Cambria would need to be listed. Mary Ann said that CAO Cuming stated earlier at the marketing committee meeting that she believes that would be illegal. Jessica said they also need more information about cost to add other properties, before they can recommend. The board agreed to pursue the issue once more information could be obtained.

This item was tabled until more information could be obtained.

4. Information Items/Presentations

4.1 Stewardship / Kind Traveler Program Update

Linda Finley shared that there is not anything new at this time, but they have a lot coming up. She hopes that everyone looked at the Kind Traveler article included in the board packet. Cambria still needs a new Stewardship Traveler Ambassador.

4.2 Marketing Committee Report

Jessica Blanchfield reviewed progress on the new website. Greg asked if the motorcycle category could be broader to include auto clubs too. Jessica confirmed it could, it could be a phase two item too. She explained that the CBID had already done a great deal of research on the motorcycle market and had given it to the CTB to utilize. Greg asked if wineries and/or wine tasting could be an added category. Jessica said it is part of other ones, under dining and only Cambria venues are listed. Bram and Greg both agreed that Paso and the 46 wineries should be listed. Jessica said she could check into this and Greg offered to put her in touch with Lauren with Pasowineries.net. Maybe a wine tasting “package”. Bram asked if they will be targeting corporate or groups on the website. He also feels that instead of Yelp TripAdvisor should be used.

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 had to leave early for another meeting, so no presentation was given.

4.5 Cambria Chamber of Commerce

Mary Ann Carson shared that they had 36,000 new visitors to the Chamber website.

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

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

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5. Public Comment

Paula Ufferheide reported that the Scarecrow Festival is on schedule and will start putting the scarecrows out this weekend. They will all be out by September 30. She gave the board members tickets to the kickoff party, which will be on October 5. She asked that everyone ask their friends and families to buy tickets as this will be a necessary fundraiser for them.

6. Future Agenda Items/New Business

By-law review and discussion.

Beautify Cambria reimbursement for work performed.

Cambria Chamber widget on website.

7. Adjournment

There being no further business, the meeting was adjourned at 3:47 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant