

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes

October 17, 2017

DRAFT

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:04 p.m.

Members Present	CBID	Guests
Jim Bahringer	Matt Masia	Jessica Blanchfield, Archer & Hound
Linda Ennen	Bram Winter	Carissa Schwabenland, Archer & Hound
Karen Cartwright		Cheryle Raiter, Beautify Cambria
Greg Pacheco		Consuelo Macedo, CHS
George Marschall		

2. Consent Agenda Items

Regular Board meeting minutes – September 19, 2017

Greg Pacheco moved and Linda Ennen seconded to approve the regular board meeting minutes of September 19, 2017 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 *Main St. Medians Maintenance Reimbursement Funding Application*

Cheryle Raiter from Beautify Cambria Association explained that they have submitted a funding application to reimburse them for the costs they have expended to maintain the Cambria Main Street medians in the amount of \$3,645. George said you can't buy a car and then expect someone to pay you back for it for it. He said it sets a bad precedent for the board.

"Reimbursement" insinuates that we owe them this money and we don't. Jim agreed with him and does not want to set a bad precedent, however this is something that has been funded every year and it was reasonable for them to assume, in good faith, that it would be again and act on that assumption. George said you can't buy a car and then expect someone to pay you back for it for it. Hey will pay this bill Greg stated that it is a "re-ask" for the same thing submitted to the board and turned down before. Jim stated he felt they provided services with the fair assumption, based on prior funding, that this would be funded. Karen said that she felt the amount was very high for what was done. She asked for background on the medians and Cheryle explained that what she understood was that in 2001 or so they were installed and given to the Garden Club to plant and maintain. They are no longer doing it. Jill confirmed that the median maintenance has been funded for between \$3,000 and \$4,000 every year by the CTB. Bram confirmed that when it was funded, a long term plan was requested. Cheryle said that they are working on that, and will be submitting an application, for a one-time beautification. Bram stated that it may be a better project for the County Beautification grant program. Cheryle said that they would look into that too. She said that the appearance of the medians and sidewalk areas definitely benefit tourism. It is something she notices when traveling. Jim said he knows that Beautify, a charitable organization, will somehow pay the bill, but feels it is unfair because we all benefited from their work.

Karen Cartwright moved and Linda Ennen seconded to approve funding \$1,800 to Beautify Cambria from Outreach Committee budget funds. Motion carried 3 in favor, 2 against: George Marschall and Greg Pacheco.

3.1 *Visit Cambria Booking Widget on Cambria Chamber Website*

Jessica shared that CAO Cuming clarified in the marketing meeting that other area CBID constituents could be on the widget, just not out of area (that do not pay assessment). Mary Ann was not present, so Jim asked Jill to get a list of the non-Cambria Chamber lodging members, and get an update from her on the board's input.

This item was tabled pending further information.

3.2 *CTB Meeting Location*

The Marketing Committee met at Linn's Restaurant today and unfortunately it is not a viable meeting space as it is open, very noisy, and there is nowhere to project presentations. Jim asked that Jill discuss service from Linn's to the bank conference room and pricing. Jill said that she would look into that and other possible options and report back on costs.

This item was tabled pending further information.

3.3 *Governance Committee Update*

Jim shared that Linda and he met and discussed reviewing the by-laws and will meet prior to the next meeting. After their review they will supply copies to the board for review and input. Jill stated that the Policies & Procedures would be reviewed and updated too. Bram suggested that they look towards long terms goals and formulate a long term plan; this would assist in decisions like the median maintenance plan, and keep the board "out of the weeds". Jim said, like the CBID had done recently with the consulting firm, but without the investment. It is a good idea. Jim asked that Jill add it as a future agenda item.

4. Information Items/Presentations

4.1 *Marketing Committee Report*

Jessica Blanchfield stated that they reviewed progress on the new website at the last board meeting, but would be glad to review that material again with Jim, since he was not present. Otherwise, they were not ready to do another update yet, it would not make sense. She shared that she had put together and discussed with the Marketing Committee a "package" or outline to guide organizations applying for grants from the CTB, on target marketing areas, etc. They can use it as a guideline for their marketing, or pay Archer and Hound to provide services. Jessica stated that they already create content for posts and they could do this with the grantees. Greg stated that this is an Event Committee item and Jessica said she would be glad to meet with him.

4.2 *Stewardship / Kind Traveler Program Update*

Linda Finley could not attend, so no update was given. Jim asked if in the future Linda could supply a written update to the board if she cannot attend. Jill said that she would relay that to Linda and send the Kind Traveler information out to the board members.

4.3 *CBID Update*

CBID Financial Report for Cambria

The report was provided to the board but not discussed at the meeting. CAO Cuming could not be present due to the rescheduling of the CTB meeting to the third Tuesday at the same time as the San Simeon Alliance meeting.

4.4 *Cambria Chamber of Commerce*

Mary Ann Carson was not present, so no update was given.

4.4 Budget Summation

Jill pointed out the new QuickBooks reports that may be helpful for quick review of the budget; and prior year month comparison reports.

4.5 Committee Meeting Minutes

Marketing Committee Meeting Minutes – September 19, 2017

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

5. Public Comment

There were no public comments.

6. Future Agenda Items/New Business

CTB long term plan and goals

Governance Committee By-law review and discussion

Governance Committee Policies and Procedures Manual review and discussion

CTB booking engine widget on Cambria Chamber website

7. Adjournment

There being no further business, the meeting was adjourned at 2.05 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant