



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
April 11, 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

CBID

Cheryl Cuming, CAO
Bram Winter

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Mark and Susan Garman
Mary Ann Carson, Chamber
Paulla Ufferheide, Scarecrow
Taylor Hilden, Scarecrow
Maureen Hubbell, Olallieberry Inn
Nelson Hubbell, Olallieberry Inn

2. Consent Agenda Items

Regular Board meeting minutes – March 14, 2017

Linda Ennen moved and Greg Pacheco seconded to approve the regular board meeting minutes of March 14, 2017 as presented. Motion carried 3 in favor, 1 abstention: George Marschall who abstained because he was not present at the March 14 meeting.

3. Discussion & Action Items

3.1 Appointment of New Board Member

CAO Cuming stated that the Board of Supervisors met this morning and approved the appointment of George Marschall to the board. The board members welcomed him.

3.2 Beautify Cambria Bee Faire Event Funding Application

Beautify Cambria has submitted a funding application to assist with costs for the 2017 Bee Faire event. The amount requested is \$1,293.26. Jill explained that the Event Committee does not have budget funds available, so it will need to come from general funds. Greg said that he felt it did not bring overnight visitors, Jim agreed that Christine said it would be mostly local people at the last meeting. Jim said he hoped they would reapply next year with plans for out of area marketing, and with a system to measure out of area attendees. Mary Ann recommended raffle tickets with zip codes. Cheryl shared that at the Cayucos meeting someone did a presentation of a multiregional event with plans to charge \$1 for radio bracelets to track where attendees are from and to invite them back for the next event. Jim stated that Archer & Hound will also promote this year's event in target areas. Jessica said that they checked with other CBID regions and they are doing surveys of people during the event to track where they are from. The Scarecrow Festival has done this the last two years. Linda suggested that Beautify do a survey this year to assist with next year funding. Jim asked if through sales of honey, etc. when people swipe cards can they get a zip code? That might be another way to prove out of town attendance. Jessica agreed that they would be promoting the event this year and CAO Cuming said that anything sent to her on the event she will post and promote too.

Greg Pacheco moved and Jim Bahringer regretfully seconded to deny funding the Beautify Cambria Bee Faire Event Funding Application, noting the suggestions offered. Motion carried unanimously.

3.3 Cambria Chamber Olallieberry Festival Matching Fund Application

Jim explained that the board approved the Cambria Chamber of Commerce Olallieberry Festival Event Funding Application in the amount of \$2,000 and can submit a CBID Matching Fund Application in the amount of \$1,000. CAO Cuming stated that the event qualified because it is a new, first year event and that the \$1,000 would go back into the CTB's budget funds.

Linda Ennen moved and Greg Pacheco seconded to submit the Event Matching Fund Application in the amount of \$1,000 to the CBID for the Cambria Chamber of Commerce Olallieberry Festival. Motion carried 3 in favor, 1 abstention: George Marschall who abstained because he is on the Cambria Chamber of Commerce Board.

3.4 CTB Marketing Partner Request For Proposal (RFP)

Jim said that the board may choose to issue a new RFP or renew the contract of the current marketing partner, Archer & Hound. CAO Cuming explained that the RFP is about a five month process, so no matter what the CTB should renew the contract past the current expiration date of fiscal year end, June 30. You would work with Jill to complete a scope of what you are looking for and budget. She also said that the score cards are a good tool to give feedback to Archer & Hound that they can use. The last RFP was four years ago. Greg asked what Jessica's thoughts were. Jessica stated that they love the CTB account, they are here every two weeks and their entire company is involved in the account. Certainly for them the longer the relationship, the better. They meet or exceed the goals set every month and they are very mindful of the CTB budget. Linda expressed her support and praised Archer & Hound. She is very happy working with them in the Marketing Committee and continues to be very impressed and said they are doing a fantastic job. Linda invited Greg and George to sit in on a committee meeting. It might be helpful to them. Mary Ann Carson shared that she has been on the Marketing Committee for all four years, they have done a fantastic job, and they have truly been patient with the board as it has evolved. They have always worked with us and always done everything we asked. She can attest to the increase in visitors and the increase in business because of their work. Jim suggested that board members fill out the scorecards and discuss them at the next meeting. He said if you are new on the board, and you are unsure, list the things that are important to you. He continued that the board could consider renewing the contract with Archer & Hound for one year until June 30, 2018 and start the RFP at the end of the calendar year. CAO Cuming said that a new item would need to be on the May agenda for the board to vote on the one year renewal of the Archer & Hound contract. This item is for discussion of the RFP.

Jim Bahringer motioned and Linda Ennen seconded to address the one year renewal of the Archer & Hound contract and decide timing of the RFP at the next meeting. Motion carried unanimously.

4. Information Items/Presentations

4.1 Stewardship Traveler Program Update

Linda Finley, Stewardship Ambassador, could not be present. Jill shared that the upcoming workshop will be on May 11 and details will be emailed.

4.2 Marketing Committee Report

Jessica Blanchfield gave the report on activity: The "Meet Me in Cambria" promotion went really well and had over 1,600 entries. The booking engine is live and has been for two weeks, with three confirmed bookings totaling \$1,691.00. So far 13 properties are up and running, 6 are in progress, 8 have log-ins, 10 pending contacts and 2 uninterested. Ride GPS will be promoting Cambria routes through an ambassadorship. They are running an ad in Cycle California and they were upgraded to a back page ad because the magazine really liked it. They started Cycle Central Coast drip campaign. They have sent out three e-blasts and have had a 47% open rate

and 26% click thru rate, so it is performing fantastic. They hope to keep people engaged throughout the campaign. She shared the shoulder season campaign “Change your perspective” report. The campaign performed very well and above industry standards.

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 shared the revised Local Fund Sponsorship Guidelines and Application. Changes include a minimum deadline date to submit of 120 days before the event date (Local boards may choose to lengthen this), more detailed questions for the applicant, a formula for projected room nights and the value, and the shoulder season defined as October through May. She explained that the new form puts much more of the burden on applicant to prove it fulfills CTB/CBID mission of “Heads in Beds”. It takes the stress off of the board in trying to determine approval of applications. Applicants have room to explain anything they cannot provide. There is also now a form for the required follow up report.

4.5 Cambria Chamber of Commerce

Mary Ann Carson of the Cambria Chamber updated the board. She thanked the board for approving the \$2,000 grant. She reported that the Olallieberry Festival is coming along well. They have a lot of vendors, sponsors, food and wine. She believes they can grow the event, especially with more time to advertise in advance. The Chili Cook Off and Car Show is on April 22 and will bring 600 to 800 people to town. They continue to work to get the bridge repaired as soon as possible. The Visitors Center has been very busy over spring break.

4.6 Committee Meeting Minutes

Marketing Committee Minutes – March 28, 2017

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

5. Public Comment

Mark Garman and Susan Garman, 4 ½ year residents of Cambria have discovered an issue at Leffingwell Landing Cove, especially on busy weekends, from fishermen cleaning fish and leaving the waste and bones. It pollutes the beach and is a hazard to people walking on the beach who may injure and cut their feet. There is no place for them to dispose of the waste and no signage. One of the fishing events, “The Slam Down” is one of the biggest on the west coast. They counted over 40 fisherman at last year’s event and if each one cleans five or six fish you can see the extent of the waste left behind. He supplied the board members with a book of photos. Mark presented the State Parks with an aluminum sign last year, he has worked with them for a couple of years. It has still not been installed. Mark said he thought this would be of concern to the tourism and lodging industry. He supplied an information sheet and asked that concerned community groups and people contact the numbers on it for State Parks and the Slam Down event. The sport is growing and becoming more popular so the problem will only worsen. They need to make some accommodations for the waste or have fisherman take it with them.

Jim thanked Mark and said that he did not know about the event. He explained that the Board’s mission is to get more people here for such events and stay overnight. Of course, keeping Cambria a nice place to visit is part of that. He said that the board could not do anything for him to clean up the fish, however, the CTB’s Stewardship Traveler Program has a clean-up kit that might be useful and explained the program and kit contents. Hopefully we can get a message across through Stewardship to clean up the beach. He said unfortunately the CTB can’t tell the State Parks what to do, and they are the ones that need to handle it. He recommended contacting Supervisor Gibson and the Jocelyn Center Fishing Club for further assistance. Jim agreed that some sort of disposal system should be supplied. Linda Ennen asked if Mark had seen how it has been handled at other events. Morro Bay has cleaning troughs and a dumpster, but it is always a mess and takes up way too much space. We don’t want that, ideally they would take it with them. Susan said that she feels

it is a matter of education. You could encourage clean-up with the Stewardship message to the event coordinators. Paulla suggested a waste bag dispenser, like they have for dogs on Fiscalini Ranch. Jim said if an event brings in heads in beds, maybe the CTB could supply a container and removal. Mark suggested a promotion to fishermen to arrive the night before, so they don't have to drive in to town before dawn. CAO Cuming offered that they could also contact Laura Alpers at CSPA in SLO. Jim thanked Mark and Susan for the report.

6. Future Agenda Items/New Business

Jim asked Jill to draft a response to *The Cambrian* letter to the editor regarding tourism, to be reviewed at the May 9 board meeting.

Archer & Hound contract renewal discussion and vote should be on the May 9 agenda.

Consideration of two additional members to increase board to seven members should be on May 9 agenda.

A budget review report should be on the May 9 agenda.

7. Adjournment

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

Respectfully submitted,

Jill Jackson
Managing Assistant

San Luis Obispo County Tourism Business Improvement District (CBID)
Event Participation Matching Fund Application
(to be completed and submitted by Local Fund Boards only)

Event: CAMBRIA OLALLIEBERRY FESTIVAL -1ST ANNUAL

Event Date/s: May 6, 2017

Event Contact Person: Mary Ann Carson, Executive Director Phone #: (805) 927-3624

Amount of matching funds requested: \$1,000 (not to exceed \$5,000)

Requesting Local Fund Board: Cambria Tourism Board

Submitted by: Jill Jackson Phone #: (805) 395-2595 E-mail: admin@VisitCambriaCA.com

Local Fund Mailing Address: P.O. Box 1053, Cambria, CA 93428

1. **Why is your Local Fund Board requesting Event Participation Matching Funds? What financial support has your Local Fund Board provided for this event and why did you choose to support it at this level?**
This is a new event that has been created to draw out of area overnight visitors. The CTB has approved \$2,000 of funding for advertising and marketing the event, including web site, art work, flyers, signs, print ads, and digital marketing. This event will be marketed to the CTB target areas and demographic, and offers lodging participation opportunities.
2. **Please describe how your request meets the event matching fund criteria (Point #3 on the preceding Policy page: grow a current event, create a new event, or establish a multi-regional partnership):**
This is a new event for Cambria.
3. **Describe how this will help meet the mission of the CBID. Provide details on expected outcomes that directly impact overnight stays and how these outcomes will be measured. Keep in mind that an outcome report and samples of promotional materials containing the WCC/CBID logo must be provided to the CBID following the event (must be received within 45 following the conclusion of the funded event).**
This Saturday event will attract new overnight visitors for a festival featuring the Cambria local delicacy: the Olallieberry. It showcases something special and unique that visitors can only experience in Cambria. It offers an opportunity to promote this "Cambria only" experience to possible visitors. The event will bring tourists to Cambria in the Off-Season to stay overnight. The Cambria Chamber of Commerce expects several hundred the first year with the potential to grow exponentially in subsequent years. The CTB and Chamber of Commerce will provide an outcome report of the event within 45 days.
4. **Please provide a detailed event scope and budget with your application submission.**
Attached

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by the Cambria Tourism Board proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,
Cambria, California, on this 11th day of April, 2017.

By (Local Fund Board Chair Signature): 

Print Name: James Bahringer

2017 CAMBRIA OLALLIEBERRY FESTIVAL

SATURDAY MAY 6TH, 2017 11AM - 4PM

EVENT HOST - CHAMBER OF COMMERCE

EVENT PLACE - HISTORICAL SOCIETY

ACTIVITIES

- * COOKING DEMOS
- * OLALLIEBERRY PLANT SALE
- * BALLOON GUY
- * LIVE MUSIC & LOCAL RADIO STATION
- * FOOD VENDORS (MAIN MEALS)
 - FOOD TRUCKS? GRILLED CHEESE / BONIS
 - BBQ
 - LOCAL BEER & WINE FOR SALE
 - VARIOUS RESTAURANTS/MARKETS
- * VENDOR BOOTHS - SELLING VARIOUS ITEMS
 - JAMS
 - ICE CREAM / SHAKES
 - HONEY
 - BATH & BODY PRODUCTS
 - CHAMBER - SELLING OLALLIEBERRY SWAG
 - *MUGS, TSHIRTS, ETC
- * OLALLIEBERRY CUT OUTS FOR PICTURES
- * **OLALLIEBERRY DESSERT CONTEST**
 - CONTEST WILL BE JUDGED BY PANEL OF JUDGES: MEL MCCOULLOGH; MAUREEN HUBBLE; RENEE LINN;
- * RAFFLE
- * KIDS ACTIVITIES
 - FACE PAINTING
 - ARTS & CRAFTS
 - STORY TIME

BUDGET FOR OLALLIEBERRY FESTIVAL:

INCOME:

Vendors	500	#10@ 50 each
Raffle	500	
Ads/Sponsors	1500	#10 @ 150 each
Souvenirs	500	
TOTAL:	\$3,000	

EXPENSES:

Daily ABC License	50
Music	500
Awards	100
Picture Cut Outs	100
Museum Rental	100
Decorations	100
Porta Potty	200
Souvenirs	400
Raffle prizes	500
Marketing	2165
Logo/Art	250
URL Fees	25
Web hosting	40
Flyer design	75
Banners (4)	200
Ads	1,000
Color, Fresno and SLO	
Digital	0
TOTAL:	\$4,215
Request from CTB:	\$ 2,000 To help with Marketing this new event

San Luis Obispo County Tourism Business Improvement District (CBID)
LOCAL AREA FUND APPLICATION

Project Title: CAMBRIA OLALLIEBERRY FESTIVAL -1ST ANNUAL

Timeline: May 6, 2017 11 a.m. - 4 p.m.

Amount of funding requested: \$2,000 Overall Project budget: \$4,215

1. Organization Information:

Requesting Local Area: Cambria Chamber of Commerce

Submitted by: Mary Ann Carson Phone #: 805-927-3624 E-mail: Info@cambriachamber.org

Organization receiving funds: Cambria Chamber of Commerce

Mailing Address: 767 Main St., Cambria CA 93428

Contact Person: Mary Ann Carson, Ex. Dir. Phone 805-927-3624

2. Fund Allocation Description: Funds will be used for advertising and marketing the event, including web site, art work, flyers, signs, print ads and digital marketing. We will also provide information for e-blasts and online calendar.

3. Out of County areas your project will effect and/or your event will draw from: Target areas include Los Angeles, San Jose, Fresno, the Central Valley Fresno, and the San Francisco Bay area. Visitors will come for the weekend and stay overnight in our local lodging.

4. Describe how this project or event will meet the mission of the CBID (to improve tourism). Provide details on expected outcomes that directly impact overnight stays and specify how these outcomes will be reported. Keep in mind that an outcome report must be provided within 45 days of the funded project or event:

This Saturday event will attract visitors for a UNIQUE festival featuring our local delicacy – the Olallieberry. The event will bring tourists to Cambria in the Off-Season to stay overnight. We expect several hundred the first year with the potential to grow exponentially in subsequent years. We can provide an outcome report of the event within 45 days.

5. Lodging Participation: Lodging will provide rooms for overnight visitors. They can distribute flyers and post announcements on their web sites. They will be provided with information to send out to their Contact Lists. There are also sponsorships and advertising opportunities for lodging on marketing materials and at the event itself.

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by Cambria Chamber of Commerce proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,

Cambria, California, on this 1st day of March, 2017.

By (Signature): Mary Ann Carson Print Name: Mary Ann Carson

Title: Executive Director

[Signature]
Cambria Tourism Board Chair Approval