



**CAMBRIA TOURISM BOARD (CTB)**  
 (Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
 November 14, 2017

**Time:** 1:00 p.m. to 1:50 p.m.  
**Location:** Pacific Premier Bank

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Bahringer	2 min
<b>2. Consent Agenda Items</b> Regular Board meeting minutes October 17, 2017	Bahringer	2 min
<b>3. Discussion &amp; Action Items</b>		
<b>3.1 <i>Holidays in the Pines Tree Lights Funding Application</i></b> The Cambria Historical Society has submitted a funding application to assist with the costs of installing tree lights for Holidays in the Pines. The amount requested is \$3,080. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
<b>3.2 <i>San Simeon Sign Ribbon Cutting</i></b> The San Simeon Alliance is having a ribbon cutting ceremony for their new sign on November 30, and has asked if the CTB and Chamber may like to participate. The board will discuss and vote.	Bahringer	5 min
<b>3.3 <i>Cambria Tourism Board Long Term Goals – Vision</i></b> The Governance Committee would like input from board members for consideration of a long term plan. Board members will discuss and vote on a plan.	Bahringer	10 min
<b>4. Information Items/Presentations</b>		
<b>4.1 <i>Marketing Committee Report</i></b> 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
<b>4.2 <i>Stewardship / Kind Traveler Program Update</i></b> This is a standing agenda item to update the board on any program activity since the last board meeting. The new Discovery Loop Map is now available.	Marschall	3 min
<b>4.3 <i>CBID Update</i></b> Local Update – October 2017 CBID Monthly Fiscal Profit and Loss	Cuming	2 min

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| <b>4.4 CBID Presentations</b>          | Cheryl Cuming, CAO of the CBID will make a presentation of statistics, information, and upcoming opportunities for the board through the Highway 1 Discovery Route. | Cuming  | 5 min |
| <b>4.5 Cambria Chamber of Commerce</b> | Mary Ann Carson will update the board on what has taken place at the Chamber since her last update.   | Carson  | 4 min |
| <b>4.6 Budget Summation</b>            | A brief status of budget funds expended and remaining will be presented.  | Jackson | 2 min |
| <b>4.7 Committee Meeting Minutes</b>   | Outreach Committee Meeting Minutes – November 7, 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 (3rd Wednesday in November and December)