

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Special Board Meeting Minutes
December 12, 2017

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 11:36 a.m.

Members Present	CBID	Guests
Jim Bahringer	Cheryl Cuming, CAO	Jenn Porter, PRWCA
George Marschall	Bram Winter	Chelsea Modlin, PRWCA
Karen Cartwright		Christine Heinrich, Beautify Cambria
Greg Pacheco		Harry Farmer

Absent: Linda Ennen

2. Consent Agenda Items

Regular Board meeting minutes – November 14, 2017

George Marschall moved and Karen Cartwright seconded to approve the regular board meeting minutes of November 14, 2017 as presented. Motion carried unanimously

3. Discussion & Action Items

3.1 BlendFest 2018 Funding Application

Greg Pacheco thanked Jenn Porter for getting the application in quickly, so that he had plenty of time to review it. It is a three day event, February 9 - 11. Jenn said that she hopes to have the dinner at Indigo Moon. It will take place at the Hearst Warehouse in the old San Simeon village. Greg asked for clarification on the amount. CAO Cuming confirmed that \$5,000 will come before the CBID tomorrow for approval. They are seeking a total of \$15,000; San Simeon has approved up to \$7,500. If the CBID approves \$5,000, then the CTB and San Simeon will each pay only \$5,000. Jenn said that they will put tickets on sale tomorrow morning. Greg asked if they would put the widget on their website, they agreed to if it is possible. Jim said it would track bookings from their website, so would be helpful to their reporting. Jenn said she also wanted to confirm the charity the event will benefit, Southern Cal Wildfire Disaster Relief Fund for Ventura County, and/or possibly Santa Barbara. The board all agreed with this. Jenn said she felt the reason attendance was down last year was because of the timing, it was too close to Christmas. They have moved it back to February. The weather was very bad too. CAO Cuming stated that one of the reasons the application was late was because of the venue issue, and hopefully that will not be an issue in future years. Greg confirmed that the CTB logo will appear on all BlendFest materials. Jim thanked Jenn and she thanked the board.

Greg Pacheco moved and Karen Cartwright seconded to approve funding the application in an amount up to \$7,500; \$5,000 from Event Committee, and if needed \$2,500 from General Contingency budget funds. Motion carried unanimously.

3.1 Governance Committee Update

Jim shared that he added item 3.2 to have something more to talk about, since the agenda is so short. He wanted to confirm that everyone had received copies of the by-laws, and policies and will be prepared to hit the ground running in January; to discuss those and the board's long term goals, and especially ideas on what guidance we might use. Like the CBID did, or maybe something less formal. This is also an opportunity for the CBID to report, he said he is interested to know what happened in October from a TOT perspective. CAO Cuming confirmed that she has those numbers, but that it is more about when people cut their checks. She shows a nice increase for October, but the 1st quarter was down. She confirmed that it was the first month AirBnB tax was collected, but that would not be reflected in the numbers. Currently the county has no way to attribute it or audit it. They are relying on the forms reported by the owners. Jim said that they should be able to somehow attribute it, maybe by zip code, and parse it out. CAO Cuming said that the good news is that now the incorporated parts of the county are using the same agreement with AirBnB to also collect tax. CAO Cuming will find out how the AirBnB tax collected will be reflected in the TOT and report back to the board. Jim said he would like to have it settled by fiscal year end and believes it will be a significant number.

No vote was required.

4. Public Comment

Christine Heinrichs stated that the board should be aware of the upcoming application Beautify will submit in January for the sponsorship of two planters. She confirmed that the cost is \$360 each, so a total of \$720 will be requested. Harry Farmer said that he has heard so many comments, from people visiting from all over the world about how much they appreciate the TRPRs. He feels they truly add to the community and hopes the CTB will contribute to the upkeep. Bram Winter suggested that they list their request as a sponsorship and not maintenance, because they cannot fund ongoing maintenance. Jim asked if they could possibly put a TRPR in where the one that is currently taken care of by the Rotary is, at the bus top, across from the Mobile Home Park and church. He confirmed that the trash would be picked up for no additional charge per the current contract with Mission County, if it is a TRPR. Another location is the new dog park. Jim stated maybe the CTB could assist in funding them. CAO Cuming suggested first applying for the County \$100,000 Infrastructure and Beautification program. Beautify has applied for it before. The applications will be released December 26 and are due March 14 or 15th. If that is not approved, then you might apply through the CTB Outreach Committee. You might also discuss it in your January planning meeting. Jim said there might be a third location by the skate park. Harry said that they could take that under advisement, but there is one close by in front of Medusa's and two across the street at the Vet's Hall. Avila Beach is interested in installing TRPRs too.

5. Future Agenda Items/New Business

CTB long term goals and projects

6. Adjournment

There being no further business, the meeting was adjourned at 12:12 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant