

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

**1. Call to Order**

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

<b>Members Present</b>	<b>CBID</b>	<b>Guests</b>
Jim Bahringer	Cheryl Cuming, CAO	Jessica Blanchfield, Archer & Hound
Linda Ennen	Leila Kollmann, Chair	Carissa Schwabenland, Archer & Hound
Karen Cartwright	Bram Winter	Claudia Harmon, Beautify Cambria
Greg Pacheco		Consuelo Macedo, CHS
George Marschall		Mary Ann Carson, Cambria Chamber
		John Ehlers, President, CHS
		Jen Porter, BlendFest
		Chelsea Modlin, BlendFest
		Maureen Hubbell, Olallieberry Inn

**2. Consent Agenda Items**

Regular Board meeting minutes – October 17, 2017

**Greg Pacheco moved and George Marschall seconded to approve the regular board meeting minutes of October 17, 2017 as presented. Motion carried unanimously**

**3. Discussion & Action Items**

**3.1 *Holidays in the Pines Tree Lights Funding Application***

George stated that 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 is recommending that the board approve funding. John Ehlers shared photos and plans for this year's lights. George stated that this is at least the fifth year funding the project, and this will be the last year they request funding.

**George Marschall moved and Jim Bahringer seconded to approve funding the Holidays in the Pines Tree Lights application in the amount of \$3,800 from the Outreach Committee budget funds. Motion carried unanimously**

**3.2 *San Simeon Sign Ribbon Cutting***

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. CAO Cuming said that she knows there has been a discussion with Mel of the Cambria Chamber about participating on a different day. Mary Ann stated that they decided just today to do it the same day. Jill stated that she put it on the agenda just in case it needed to be discussed, after receiving an email about the CTB's participation.

**No vote was required because the Cambria Chamber of Commerce is participating, not the CTB.**

### **3.1 Cambria Tourism Board Long Term Goals – Vision**

The Governance Committee was not able to meet yet, but have gathered a great deal of information to review. Upon reviewing some of the documentation provided have decided to abdicate. However, will still clarify the CTB by-laws to make sure they are in line with the county's; and work on long term goals for the board. They would like input from the other board members. George shared that it would be nice to save funds towards larger projects; like a large infrastructure project. CAO Cuming stated that a long term goal capital reserve could be established and money set aside for it. Jill said this could be reviewed at each fiscal year end. First, the long term project would need to be established. Jim said he also likes to review based on the calendar year. He believes maybe a workshop would be helpful to establish goals. CAO Cuming confirmed that any changes to the by-laws would need to go before the board of supervisors, but for the "Mission, Vision and Objectives" the CTB can make changes. The CBID has done this over the last year. It is a good idea. George said he would be too busy to address prior to a December meeting because of Christmas. He has also cancelled the December Outreach meeting. Linda suggested planning the discussion for January. CAO Cuming said she can share the information they have from their planning meetings with an agency they hired. Jim asked if the board wanted to have a December meeting. Jill said the only issue is BlendFest funding. Jim stated that a special meeting could be called for that.

**The board agreed to focus on long term planning in the January 2018 meeting.**

## **4. Information Items/Presentations**

### **4.1 Marketing Committee Report**

Jessica Blanchfield stated that she just gave the update the meeting directly before this one with many of the same people in attendance, so she will spare the details. They are in the last stages of QA testing of the website, there are a few bugs they are still working out. Their goal is to send a link to all the board members in December through Jill, for input and revisions on website with a deadline. It has been a quick turnaround on the website. Linda stated that in the meeting they did review the recap and learned that the Chamber will not be putting the widget on their website. They are going to try a workaround with a banner. Jessica confirmed that there will be money in the marketing budget to pay for it.

### **4.2 Stewardship / Kind Traveler Program Update**

Jill gave the update, the new Discovery Loop Map is now available. We saved \$3,909 on the re-print over the prior printing by distributing them ourselves. The cost was .05 per, instead of .185. Anyone is welcome to pick up totes and maps today, but may also have them delivered. Just let me know. Jill stuffed another three hundred totes to distribute. There are still 750 totes remaining. Beautify Cambria will be applying for three Stewardship Activities, Squibbing Day, Bee Faire, and the Stargazing event.

### **4.3 CBID Update**

*Local Update – October 2017*

The report was provided to the board but not discussed at the meeting.

### **4.4 CBID Presentations**

CAO Cuming recapped the October Rural Road Trip promotion for Cambria: 29,296 video views; FB Clicks and Impressions were 8,051 and 412,142; PVs 8,642 and 4,595 new email addresses were added to your database. CBID invests \$10,000 a month and does a video, press release, blog, and email blast. They will also pay for \$2,000 getaway that someone will win to come Cambria. She handed out the response from the county regarding the CBIDs authority to approve or deny local board funding. Please feel free to ask any questions. We would also like input on the new funding guidelines. It is an evolving process and not set in stone.

#### **4.2 Cambria Chamber of Commerce**

Mary Ann Carson shared that the live Christmas tree auction will be November 30. There will be live music and a meal. The cost is \$50. This year they will have live potted trees and artistic creations. The president continues to work on getting Highway 1 open. The Chamber received \$17,000 towards the bike rental program. Sponsorships of racks would be helpful.

#### **4.3 Budget Summation**

Jill shared that the income was down 6% for the first quarter from the prior year. The budget balances available are Outreach \$19,192.12, and Event \$21,500. The Contingency account balance is \$30,829.81.

#### **4.4 Committee Meeting Minutes**

*Outreach Committee Meeting Minutes – November 7, 2017*

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

### **5. Public Comment**

Jim stated that the East Ranch is open, the first phase is done. It is all graded and flat. The Dog Park will move there. The ribbon cutting will probably be in mid-December. There is no water or lights. It is very water friendly. There will be a bathroom eventually, but not with water. Soon there will be fields for kids to play soccer, baseball, etc. Parking for about 90 cars is available. An organization may put in money now to improve a field. Jim confirmed that the old dog park will be closed.

Claudia Harmon from Beautify gave a presentation regarding the denial of funding for downtown median maintenance. First she reminded members of the upcoming stargazing event fundraiser that Beautify will be hosting. She stated that they are looking at the original design plans for downtown Cambria. It has plans for trees, median planting and benches. It was revamped in 2007. She stated that Beautify's research shows that towns with a green downtown with flowers and benches attract more tourists. She is hoping to get funding still for the medians. She displayed slides of photos of how the medians look now. Beautify took on the project, but they really do not have the manpower. They hired help based on the CTB's past year fundings and purchased \$300 of groundcover bark, which they are installing. If someone has a truck it would be helpful. The Church has hired a gardener for their area, which helps. She wishes more businesses would do the same, but so far they are not. She researched who was responsible for the original plan and spoke to him. He suggested going to the CCSD for watering. Carlos says he does not have the time or manpower. Claudia said maybe the CCSD could pay for someone to do the watering. They still owe \$1,100 for the work that has been done and hoped that the \$1,800 that was approved at the last meeting could pay this, but she now understands that the county board denied payment. She does not understand why it would be denied with how important it is to tourism. She hopes that they will at least approve payment for this amount. In the spring hopefully they can get new sponsors and Pacifica involved. Jim thanked her. He apologized for the issues and supports funding it. He asked CAO Cuming to comment on the denial. She stated two issues, it was late. Applications are due 60 days prior to start of project. Also it is for maintenance, which is not fundable by the CTB. Claudia said it is really more enhancement and repair. She said that the board does not want to pay for the clean-up of the tourists they bring here, or make it look nice for them. CAO Cuming said that the CTB has been very supportive of Beautify in the past and has funded thousands to them. This has been denied and she cautioned in the future to be aware of due dates and make sure the funds are approved before starting any project. Jim said he personally apologizes and hopes to assist with a plan. Leila Kollmann stated that this has happened in another region that assumed they would get visitor center funds; she stressed the importance of having funds approved prior to starting any project. Applying for the County Beautification and Infrastructure \$100,000 annual grant was suggested. They funded the start of the sidewalk project.

Jennifer Porter shared that it is time for the 4

<sup>th</sup> annual BlendFest on the Coast. She handed out information on the event. It will be held February 9-11, 2018. As long as there is a charity component, they can hold it at the Hearst Warehouse location. Last year they booked over 100 rooms for the event, with 66% of attendees from out of area. Greg brought up the deadline of 120 days. CAO Cuming said that this could be an exception if a full marketing plan is provided. They are very good at getting the marketing and word out there. Greg said they will need to include a detailed marketing plan with execution dates. Jenn said they are not asking for funding today, but would like to have the boards input and feedback on date and location. They can also take a year off, or move to a different time. Karen brought up the Film Festival and Cheryl said they could co-promote each other. The board unanimously encourages moving forward with the event.

**6. Future Agenda Items/New Business**

CTB long term goals – January Meeting.

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:32 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant