

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
January 9, 2018

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:00 p.m.

Members Present

Jim Bahringer
Linda Ennen
Karen Cartwright
George Marschall

CBID

Cheryl Cuming, CAO
Matt Masia

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Dennis Frahmann, Scarecrow Festival
Linda Finley, Stewardship Traveler
Christine Heinrichs, Beautify Cambria
Mary Ann Carson, Cambria Chamber
Taylor Hilden, Scarecrow Festival
Chris Fischer, Scarecrow Festival
Jill Jackson, CTB MA

Absent: Greg Pacheco

2. Consent Agenda Items

Special Board meeting minutes December 12, 2017

The board approved the special meeting minutes of December 12, 2017 as presented. There were no objections and motion carried unanimously.

3. Discussion & Action Items

3.1 Board Member Intent to Renew

Linda Ennen stated that Jim Bahringer's board term renewal date is January 31, 2018 and he has submitted a letter of intent to renew for an additional two year term.

Karen Cartwright moved and Linda Ennen seconded to approve renewing Jim Bahringer's board membership for an additional two year term. Motion carried unanimously.

Jill confirmed that Jim was renewed through January 31, 2019 as Board Chair. Jim said that he would like to join a committee and allow someone else to serve as Chair, maybe at fiscal year-end.

3.2 Beautify Cambria TRPR Annual Sponsorship Application

George Marschall stated that the Outreach Committee met and recommends funding Beautify Cambria's application to pay for annual sponsorship fees of two TRPRs. The cost is \$720.

George Marschall moved and Linda Ennen seconded to approve funding Beautify Cambria's application in the amount of \$720 from Outreach Committee budget funds. Motion carried unanimously.

3.3 Board Long-Term Goals and Projects

Board members decided to table this discussion for the February meeting. Jim stated that the bike rental program is something the board should consider, it received funding from the county,

but not enough and is underfunded. \$17,000 was approved of the \$45,000 requested. Gayle asked Jim to let everyone know that they need hoteliers to sponsor an additional \$15,000 to get the program started. Maybe some of the larger chains could chip in. Jim said she wants to know if the hoteliers are interested in the program or not. Karen Cartwright asked how to get more information about it for her hotels. Mary Ann Carson suggested doing a write-up to explain the program to them. CAO Cuming confirmed that the funds must be spent within a year of receiving them, so the Chamber has plenty of time. She stated that this program is definitely something that our constituents want. Jim said that he has seen two hotels with bikes now. Mary Ann stated that Bram had shared that the prior issues were with maintenance, and getting bikes returned. Karen relayed that her hotel stopped renting them because of the maintenance issue. This is a way for hoteliers to take advantage of the program without those issues. Mary Ann confirmed that the company name is Zagster. A possible option is to have hoteliers sponsor racks. CAO Cuming said that they could apply for additional funding from the annual \$100,000 county infrastructure grant.

The board agreed to table further discussion on the subject until the February 2018 meeting.

4. Information Items/Presentations

4.1 Scarecrow Festival 2017 Report

Dennis Frahmann handed out a very detailed package to the board members containing the follow up report for the 2017 Scarecrow Festival and the annual booklet of photos. First he thanked the board for their ongoing support, the Festival would not be possible without it. This year involved the entire community in a way it never has before. Half of the funding now comes from the "Friends of the Scarecrows" group and other various fundraisers. They did a very good job promoting it. He explained that this year they did a "Button Survey" to obtain information for board. If visitors filled out the survey they received an "I saw the Scarecrows" button. They far surpassed the expectations dictated by the application. They had 800 respondents, 321 said that came for the Scarecrows and they stayed at paid lodging overnight. They did not differentiate Cambria hotel stays from San Simeon. Dennis stated that Paulla Ufferheide will be taking over as president of the Festival for 2018. They would like someone from the CTB to participate in the upcoming meeting to plan for the next three years.

CAO Cuming thanked them for doing such a good job with the new application. She appreciates that they proved that this data can be collected and that the CTB is receiving "Heads in beds" for its funding. They are now who she will refer anyone to that is having problems with the application Dennis said that the data collected is invaluable to the organization collecting it too.

4.2 Marketing Committee Report

Jessica Blanchfield shared that the new website is up and running, please take a look. They are promoting the upcoming Film Festival, Art & Wine Festival, BlendFest and Coastal Discovery. They will have ticket giveaways for all the events. They have two ambassadors coming, one will focus on Coastal Discovery, she is also a Disney sponsored ambassador, and will attend the free Disney movie, "Oceans" at Hearst Castle. A behind the scenes tour has been approved for her too. The free movie showing starts Saturday, January 13 at 6 p.m. and runs every Saturday throughout Coastal Discovery. The other ambassador is from "Travels and Treats", a lifestyle influencer. Dennis offered that they could also give away tickets to the Champagne Gala at the end of the Film Festival. Matt Masia asked Jessica if she is aware that with the new website they will drop in search engine and have to rebuild it. She confirmed they are aware and are addressing it.

4.3 CBID Update

Local Update – November 2017

The report was provided to the board.

4.4 CBID Presentations

CAO Cuming shared that TOT was down .5% in October from prior year. The Air BnB collections are not reflected yet, but will be when they figure out how to report and distribute it. Coastal Discovery flyers were delivered, and a helpful Coastal Discovery tool kit was emailed to all constituents. Jessica confirmed that she has utilized it. There are 38 activities taking place over the next seven weeks. The county did approve another \$100,000 in grant monies, applications are due March 15.

4.1 Cambria Chamber of Commerce

Mary Ann Carson reported that the Christmas tree auction raised \$8,000 this year. The Art & Wine Festival is upcoming and will have a new larger, two day artist's fair. Tickets are still available online. They are taking a trip to the Italian Lakes. The Western Dance is coming in February and will bring 200 people from out of town. There will also be the Chili Cook-off and Olallieberry Festival events. Citizens of the year are Sue and Roger Robinson and business of the year is Robin's, who always participates and helps when needed. Mel did a city walk and surveyed business owners: 75% said business is not down, 6% said it is down, 22% said business is good and 12% said it is great. They felt that the CTB should pay for trees.

5. Public Comment

Dennis shared that the Film Festival tickets are on sale online at www.CambriaFilmFestival.com. They will show eleven films and five shorts. Filmmakers will be coming from as far away as Singapore and England. They will be screening Harold and Maude, and they will have a gala on closing night at Hearst Castle. The schedule is online too. Tickets sales are slow, so all promotion would be helpful.

Linda Finley shared that the Stewardship Traveler program is creating a Heritage Trail. Katie Sturtevant will be here next month for the board meeting. Di shared an article that will be in "Eventful" publication focusing on the Stewardship and Coastal Discovery publication.

Jim stated that the Coastal Commission will be here again in February. They are very influential, the more they come the better. They are chartered to use 20% of resources on tourism or visitor services. George said they usually visit during the second week of the month. Jim said La Terraza may have hosted them before, last time they met at the Lodge. George said that is because the Lodge can accommodate them, they need a large room. Jim said that the businesses should get together and we should have a cocktail party when they are here. The more they visit the better. Mary Ann stated that the Chamber and the CTB could get together to do that.

George said that he will not be available from January 31 to February 17. CAO Cuming asked if the March meeting could be rescheduled. Jill stated that she would contact everyone to reschedule February and March.

6. Future Agenda Items/New Business

CTB long term goals and projects.
Chamber bike rental program.

7. Adjournment

There being no further business, the meeting was adjourned at 1:52 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant