

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 March 27, 2018

Time: 1:00 p.m. – 2:20 p.m.

Location: Pacific Premier Bank

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Bahringer	3 min
2. Consent Agenda Items Regular Board meeting minutes February 27, 2018	Bahringer	2 min
3. Discussion & Action Items		
3.1 Cambria Chamber Bike Sharing Program Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with the costs of the Zagster Bike Sharing Program. The amount requested is \$10,000. The board will discuss and vote on approval.	Bahringer	5 min
3.2 Cambria Chamber Gateway Sign Painting Funding Application The Cambria Chamber of Commerce has submitted a funding application to pay for painting the back of the North Gateway Sign. The amount requested is \$1,400. The board will discuss and vote on approval.	Bahringer	5 min
3.3 Cambria Scarecrow Festival 2018 Funding Application The Cambria Scarecrow Festival has submitted a funding application for the 2018 event. The amount requested is \$20,000. The Event Committee will make a recommendation, the board will discuss and vote on approval.	Pacheco	5 min
3.4 American Legion 432 Fourth of July Fireworks Funding Application The American Legion Post 432 has submitted a funding application for the cost of the Fourth of July Fireworks. The amount requested is \$16,500. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
3.5 Combined Marketing, Event and Outreach Committee Meeting The three CTB Committees met for a combined meeting prior to this meeting. They will report on the outcome and the board will discuss and vote on any matters arising from the meeting.	Ennen	8 min
3.6 Board Long-Term Planning Retreat Summary Review	Bahringer	10 min

The Board will discuss the outcome of the first CTB Long-Term Planning Retreat, review the summary, and vote on next steps.

- 3.1 Next Meeting Date** Bahringer 3 min
The Board will discuss and vote on whether to continue meeting on the fourth Tuesday monthly or return to the prior second Tuesday schedule.
- 4. Information Items/Presentations**
- 4.1 BlendFest 2018 Report** Pacheco 8 min
Jennifer Porter will make a presentation to share results and the follow up report from the 2018 event.
- 4.2 Cambria Film Festival Report** Pacheco 8 min
Dennis Frahmman will make a presentation to share results and the follow up report from the 2018 event.
- 4.3 Marketing Committee Report** Blanchfield 6 min
This is a standing agenda item for discussion of marketing progress and statistics since our last board meeting. Jessica Blanchfield will give the monthly presentation that includes a new Activity Report.
- 4.4 CBID Update** Cuming 2 min
Local Update – January 2018
CBID Monthly Fiscal Profit and Loss
- 4.5 CBID Presentations** Cuming 5 min
Cheryl Cuming, CAO of the CBID will make a presentation of statistics, information, and upcoming opportunities for the board.
- 4.6 Cambria Chamber of Commerce** Carson 5 min
Mary Ann Carson of the Cambria Chamber of Commerce will update the board on what has taken place at the Chamber since her last update.
- 4.7 Committee Meeting Minutes**
Event and Outreach Committee Minutes – March 6, 2018
Marketing Committee Meeting Minutes – February 27, 2018
- 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