



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
February 27, 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
Greg Pacheco

CBID

Cheryl Cuming, CAO

Guests

Taylor Hilden, Scarecrow Festival
Paulla Ufferheide, Scarecrow Festival
Maureen Hubbell, Olallieberry Inn
Katie Stuvrant, Stewardship Traveler
Claudia Harmon, Beautify Cambria
Mary Ann Carson, Cambria Chamber
Toni LeGras, Cayucos Co-Chair
Jill Jackson, CTB MA

2. Consent Agenda Items

Special Board meeting minutes January 9, 2018

The board approved the meeting minutes of January 9, 2018 as presented. There were no objections and motion carried unanimously.

3. Information Items/Presentations

3.1 Stewardship/Kind Traveler Update

Katie Sturtevant introduced herself and gave out a package on the Stewardship Traveler program. She stated that the program is a marketing strategy to bring the right kind of traveler to your destination. There are about 50 bite-sized activities now and Jill has been working on several more with Beautify Cambria. She will attend board meetings at least twice a year. Included in the packet are some great articles and the research on Stewardship Travel is in the back of the packet. Seventy five percent of those polled said they would prefer to travel to a destination that cares about its environment, culture and history. The program is definitely working to draw people. Coastal Discovery celebration ends tomorrow. The movie was very successful with over 3,000 attendees. Cheryl confirmed that they had to add shows to accommodate everyone. She asked for feedback from the board. Greg said that they had some activity in January, but he has not looked at the numbers yet. He thinks it is a great event. A hotel in Cayucos does a package for the event and has people return every year to stay for it. She has more Wildlife Tips handouts if anyone would like them, and the tips have been posted on Facebook. Katie shared that Archer & Hound does a great job promoting the event and the program. She uses their work as examples for the other regions. They are sponsoring the Kind Traveler program and for that

they get three sweepstake giveaways a year. The first one they collected over 25,000 email addresses. She stated that the Kind Traveler partners are listed and this is who they collected all those emails through for the contest. CAO Cuming confirmed that they will continue to sponsor Kind Traveler, it is only \$3,000 per promotion. Claudia Harmon asked about the program and how they know who they are attracting. Katie explained there are 50 Stewardship Activities throughout the regions. She said they draw the visitor and then organizations like Beautify, in the different regions, give them something to do while they are here. She also shared a Pasadena article in the packet that was about the Whale Trail. She reminded the board about the Heritage Trail that Linda Finley reported about before. She, Di Strachan, and Linda continue work on the project. Jim thanked her for the report and asked about Good Traveler. Cheryl explained that it is a research company that provided the statistics in the Stewardship packet that was provided. Cheryl confirmed that the CBID provides the initial promotion and then it is Archer and Hound that sees to it that it is utilized to bring visitors into your specific area. Jim said that we need to make sure that is happening, that all the good things the CBID is working on really do benefit Cambria. He commented that Archer & Hound does a great job for the CTB.

3.2 Marketing Committee Report

Jessica Blanchfield could not attend, so Linda Ennen updated the board. She shared that Archer & Hound redesigned the recap report, it was included in your packet. It is more user friendly and easier to read. Facebook had the biggest growth; the demographic is reported, which is interesting. The website referrals and numbers along with digital results are displayed. They are very happy with the numbers – Facebook is fairly cheap. The mobile app continues to grow and the eblast has been very successful and exceeded expectations. The booking engine revenue is listed on the next page and they are hopeful more people will get on board with it. The last page shows press hits and paid media value. Jim asked if anything had occurred since the report. Linda said yes, Eroica is looking for a sponsor and the possibility of moving the event to Cambria. The Event and Outreach Committees will join the Marketing Committee for a meeting to discuss it. Linda said they also discussed expanding the Christmas Market and working with Bram. George Marschall confirmed that the Lodge is definitely agreeable to expanding to other lodging, they are full. Jim said these are items to consider in the long-term plan discussion. George asked if Archer & Hound has year over year information, he feels it is more informative than month to month. Jim asked Linda to define a “result”. Linda said in this case it is a click. They use industry standards for cost/value assessment, and have a cap of \$6. She also confirmed that her guests successfully used the Lyft service. Jim thanked her for the report.

3.3 CBID Update

Local Update – December 2017

The report was provided to the board.

3.4 CBID Presentations

CAO Cuming referred to the 2017 approved applications summary that was provided in the board packet. She shared that it reflects a summary of funded applications through December. Seventy three projects in 2017 with a cost of 1.5 million; and a total of 451 projects with a total cost of \$5,600,134. \$652,000 went to projects in Cambria, the majority of that goes to the marketing contract with Archer & Hound. There has been a decline for the calendar year, with San Simeon showing a substantial decline. They have just hired a marketing company. The county Infrastructure and Beautification \$100,000 Applications are due by March 15. Jim thanked her for the report. Cheryl stated that the Sales Tax income to the county is much more than the bed tax, she suggested that we ask Bruce Gibson for a breakdown. Jim said it would be nice to know how much sales tax is produced in Cambria. Cheryl suggested inviting Bruce for a meeting to explain those numbers. He has attended Cayucos meetings.

3.5 Cambria Chamber of Commerce

Mary Ann Carson reported that the Art & Wine Festival was successful again. They sold all 600 tickets. She will submit the follow up report very soon. The board has formed a committee and discussed the bike program that they continue to work on. They followed up on the business walk. The Western Dance had 200 attendees from out of town. The Chili Cook-off and Car Show is in April followed by the Olallieberry Festival in May. The Bee Faire and a Green Space event will be the same weekend. Jim asked Cheryl about other regions relationships with their Chambers, and she said that Cambria has one of the best and Mary Ann is the only one that attends the board meetings each month. Jim said he would like to see the board become more involved in bringing more out of area visitors to the Chili Cook-off and Car Show. Cheryl stated that the board could provide funding to the marketing company to market for events. The widget would work great to assist in proving overnight stays from event website. Mary Ann said as it is now you have capacity to put a link under the event to direct them to the VisitCambriaCA.com; and that can be tracked. Mary Ann confirmed that she has heard the first Cambria Film Festival was a success; and 37% were from out of area. Jim said it is unfortunate that the widget did not make it on the Festival website, mainly because of three hotels that sponsored, and technical issues. Cheryl said that is part of the funding agreement. Jim said it is a good start to something that could become a big draw. Maureen Hubbell shared that the Film Festival was wonderful for the Olallieberry Inn, she booked 12 nights by offering a package for a three night stay with free passes to the Festival that she purchased. A director stayed with her and she had a Director's Breakfast. Taylor Hilden said that they did a great job and will no doubt expand it.

4. Information Items/Presentations

4.1 Cambria Vacation Rental MUP Letter of Support

Toni LeGras, Co-Chair of the Visitor Alliance of Cayucos, shared information about utilizing a Minor Use Permit to approve a new Cambria vacation rental license at 2701 Windsor. It was approved by the County Board of Supervisors, but it was appealed to the Coastal Commission, and there is going to be another hearing on March 8. Toni shared that in looking at county statistics there are 374 licensed vacation rentals with only 212 showing activity, so 43% of your properties are inactive and not paying tax. It is up from 28% in 2012. The county cannot legally revoke any of the licenses as long as they pay the annual fee, and the allowable number is at its maximum due to area regulations of distance, so a MUP is the only to supply the necessary vacation rental inventory to visitors. This address is an ideal location for a rental, across from Fiscalini Ranch and a parking lot. Families prefer vacation rentals, it is difficult to have family experience in separate hotel rooms, and most properties cannot accommodate it. Visit SLO is providing a letter in support for the MUP approval. Linda asked why the inactive permits could not be cancelled. Toni said the original ordinance does not allow them to revoke. It has been to legal counsel several times. Once they have it they can keep it forever. It even passes on to new owners. Claudia said we need to be cognoscente of the burden it puts on the people that live in the neighborhood, and pay property taxes, too. Jim said there is a monthly requirement to file TOT paperwork, even if it is zero. Toni confirmed they are doing this. Toni confirmed that the reason the Coastal Commission got involved is because an appeal was placed with them to overturn the prior approval. She said that her understanding is that the Commission does support approving the MUP (denying the appeal). Their staff recommendation is to approve it. Greg Pacheco said his biggest concern is supporting one individual, what happens when someone else wants to do it? Cheryl said that the CBID is voting on whether to provide a letter at tomorrow's meeting. Cheryl gave Jim a copy of the CBID letter, it is in general support, not specific to the one application. In favor of people pursuing a legal vacation rental, through the appropriate process, rather than trying to run illegally. A Home Stay is different, if you live on the premise you just need a license. George said that this is much more information than was provided to them at the Chamber meeting, when it was decided not to submit a letter of support. He believes because people are holding on to these licenses without renting, the needs of people that want to visit Cambria are not being met. It looks like a great deal of TOT is not being collected on possible rentals. Karen stated that she is concerned about local residents and their housing market. She

feels it is better to use the homes as rentals then they stand empty. Linda stated that the current system is obviously broken, they can help fix that by allowing exceptions with an eye kept on the number. Jim asked how soon it was needed. Toni said by Friday, the sooner the better. It was decided that Jill will draft it and Jim will sign it, as Chair.

Jim Bahringer moved and George Marschall seconded to approve Board submission of a general letter of support for allowing application of a MUP as a means to run a legal, assessment paying, vacation rental; and in order to encourage the responsible and continued growth of tourism in Cambria. Motion carried unanimously.

4.2 Board Long-Term Plan and Projects

Linda asked if everyone had watched the movie, Jill clarified that it is a Ted Talk. Karen watched it, George and Jim did not see the link on the worksheet. Jim said one item to consider is the need to get vacation rental owners more involved in the board. Greg suggested a special meeting might be a better way to discuss long term planning. Cheryl confirmed that it could be a special meeting; it would still be a public meeting. Jim agreed, he directed Jill to poll the members for dates when they are available to attend.

The board agreed to table further discussion on the subject and have a special meeting or retreat to discuss in more depth with more time prior to March 27.

5. Public Comment

Claudia Harmon asked if it could be possible for Beautify Cambria to do a similar package as the Film Festival and Olallieberry Inn with the Bee Faire. Jim said to coordinate with Jill on it, to contact lodging or meet with the marketing committee. Jill said that if appropriate she can send an email to all constituents asking if they would like to participate with a package. Cheryl confirmed it was fine to do, if she is willing to do it for anyone else requesting too, and Jill agreed. Cheryl said that Visit SLO does it. Claudia confirmed that Beautify could give a property tickets to the Faire to create packages.

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 2:22 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant