

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 April 10, 2018

Time: 1:00 p.m. – 2:15 p.m.

Location: Pacific Premier Bank

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Bahringer	2 min
2. Consent Agenda Items Regular Board meeting minutes March 27, 2018	Bahringer	2 min
3. Discussion & Action Items		
3.1 Supervisor Bruce Gibson Supervisor Bruce Gibson will attend the meeting and answer board member questions regarding TOT, BID, sales, and property tax allocation, usage, and amounts of each paid into the general fund.	Bahringer	10 min
3.2 Eroica California Event Wes Hatakeyama has not submitted a completed funding application for consideration. The board will have a discussion about the event that includes involving other regions and the logistics of hosting.	Pacheco	5 min
3.3 Visit SLO Cal Digital Remarketing Co-op The Marketing Committee will give a recommendation on funding of The Visit SLO Cal Co-op. The cost is \$10,000. The board will discuss and vote on funding approval.	Ennen	5 min
3.4 CTB Projected Budget – Fiscal Year Ending June 30, 2019 The Event and Outreach Committees met and discussed the budget for the fiscal year ending June 30, 2019. A proposed draft budget was created and enclosed in the board packet. The board will discuss and vote on approval.	Bahringer	15 min
3.5 Board Long-Term Planning – Next Steps The Board will discuss a date for the second Retreat and the next steps for the CTB Long-Term Plan.	Bahringer	5 min
3.6 Next CTB and Marketing Committee Meetings Date The Visit SLO Cal Tourism Exchange is on the second Tuesday of May and the same day as the scheduled CTB and Marketing Committee meetings. The Board will discuss and decide if the meetings should be rescheduled.	Bahringer	3 min

4. Information Items/Presentations

4.1 **Marketing Committee Report**

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.

Blanchfield 10 min

4.2 **CBID Update**

Local Update – February 2018
Monthly Fiscal Profit and Loss

Cuming 2 min

4.3 **CBID Presentation**

CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

Cuming 6 min

4.4 **Cambria Chamber of Commerce**

Mary Ann Carson will update the board on what has taken place at the Chamber since her last update. The 2018 Art & Wine Festival Follow-up Report is included in the board packet.

Carson 5 min

4.5 **Stewardship / Kind Traveler Update**

This is a standing agenda item to update the board on any program activity since the last board meeting. Cambria Totes and Discovery Loop Maps are available.

Marschall 5 min

4.6 **Committee Meeting Minutes**

Event and Outreach Committee Minutes – April 3, 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