



## **CAMBRIA TOURISM BOARD (CTB)**

Long-Term Planning Retreat

March 20, 2018

*Overview – Summary*

### **Call to Order**

The meeting was started by Jim Bahringer at 12:00 p.m. In Attendance were: Karen Cartwright, Greg Pacheco, George Marschall, CAO Cuming, and Jill Jackson.

### **Why?**

The CTB Members care about the uniqueness of Cambria and wish for it to stay a magical, special place. Their desire is to both promote and preserve this uniqueness. They care about residents and businesses, as well as their constituents. A cohesive community makes for a better, more welcoming experience for tourists. Tourism improves the quality of life of residents by keeping services and businesses here.

### **How?**

#### **Messaging**

*Stories* that display how special Cambria is.

Examples: Historical: 1928 free lot with subscription

Current Visitors: bucket list; family that returns every year

YouTube videos featuring visitor story

*Cambria/CTB Cares* about sharing and preserving:

History

Wildlife

Environment

Residents benefit from type of tourists attracted (donations, volunteers, clean up)

*Together we all win:*

Educate residents and businesses about CTB “Why” and how they have and will benefit

Community Outreach: Citizen of the month with cash award

Mixers

Ambassadors

Training

*Highway 1 and Hearst Castle: Stay in Cambria to visit both*

The two most popular destinations for visitors of the area

*Time Goes Away Here* – put the screens away and have unique Cambria-only experiences

### **More Lodging Participation**

Guide Events to provide tickets that can be utilized by lodging to create packages

Educate lodging properties about creating packages  
Establish better process for obtaining Hearst Castle tickets to create packages

**Expand Current Events & Activities**

Christmas Market  
Film Festival  
Artists – Studio Tour  
Chili Cook-off and Car Show  
Elephant Seals  
Lighthouse  
A full list of events will be provided to board and discussed at next marketing meeting

**Partnerships**

Invite San Simeon Alliance members to attend CTB meetings  
Attend San Simeon Alliance meetings, the third Tuesday of each month  
Bus Tours – possibly with San Simeon

**New or Different Target Markets**

Los Angeles Areas  
Napa  
Orange County  
San Jose  
To be discussed further

**Create Capital Reserve or Budget Line Items**

Large infrastructure project, like Coastal Trail between San Simeon and Cambria  
For a summer “push” due to Highway 1 Closure

**More Vacation Rental Constituent Input**

Outreach for more involvement

**What?**

Visitors that appreciate Cambria’s uniqueness; and care about and benefit the community  
Improved quality of stays, to extend length and produce return stays  
More out of area attendees for current events that will stay overnight  
A welcoming community that understands and embraces the benefits from tourists and the CTB

**Meeting Adjournment**

There being no further business, the meeting was adjourned at 1:59 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant