

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

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:12 p.m.

Members Present

Jim Bahringer CAO
Linda Ennen
Greg Pacheco
Karen Cartwright
George Marschall

CBID

Cheryl Cuming
Bram Winter

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Mary Ann Carson, Chamber
Taylor Hilden, Scarecrow
Dennis Frahmman, Cambria Film Festival
Gayle Jenkins, Chamber
John Ehlers, American Legion
Dixie Walker Scarecrow
Chelsea Modlin, BlendFest
Chris Fischer, Scarecrow
Paula Ufferheide, Scarecrow
Mike Arnold, Christmas Market
Jill Jackson, CTB MA

2. Consent Agenda Items

Regular Board meeting minutes – February 27, 2018

The board approved the meeting minutes of February 27, 2018 as presented. There were no objections and motion carried unanimously.

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. Gayle Jenkins said the program will consist of thirty bikes and six racks in the east and west villages, and Moonstone. It is driven by a rideshare app. Someone staying on Moonstone can rent a bike for the day and ride through both villages, it will give a code to pick up another bike when needed. You pay with credit card. Anyone can use it, but is mainly tourist driven. Fees are not set yet. The full budget is \$54,000. It is \$1,800 per bike and includes racks. They will also return bikes to racks that are empty, like at the Lodge. They will replace bikes too. Possibly the Cambria Bike Kitchen will do this and handle maintenance. If someone needs a bike or maintenance it pings Zagster. Jim recommended reaching out the Cambria Beach Lodge, because they have six bikes now and might be interested in joining. Jill sent that info to Mary Ann. She will send to Gayle. It is a two year commitment, however they have told the Chamber they will work with them if after a year they need to cancel. Jim said the CTB should budget for two years. Greg confirmed that it is \$54,000 per year. CAO Cuming said that there is also interest in the program from San Simeon. They are working on a trail that connects San Simeon to Cambria, at the campgrounds. Gayle shared that it will be for 18 and over only, and no helmets are supplied. George said as a Chamber member he supports it, but wants to see money go into a capital reserve account annually for a big project, like other boards have done. Jill confirmed that there is \$30,000 in the

current contingency fund. CAO Cuming clarified that the \$17,000 from the county is a one time funding. Jim added that it will expire if not used.

Linda Ennen motioned and Karen Cartwright seconded to fund \$10,000 for the Cambria Chamber Bike Sharing Program from the Outreach Committee budget, contingent on the Chamber getting the remainder of the required funding needed. Motion carried 4 in favor, 1 abstention: George Marschall abstained because he is a member of the Chamber Board.

3.1 *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. Everyone viewed the photo of the artwork. Mary Ann confirmed it is now blank. Jill confirmed that Outreach has a balance of \$7,500. The amount requested is \$1,400. George supports it, but can't vote.

Greg Pacheco motioned and Linda Ennen seconded to fund \$1,400 for the Cambria Chamber Gateway Sign Painting from the Outreach Committee budget. Motion carried 4 in favor, 1 abstention: George Marschall abstained because he is a member of the Chamber Board.

3.2 *Cambria Scarecrow Festival 2018 Funding Application*

The Cambria Scarecrow Festival has submitted a funding application for the 2018 event. Greg said that he has reviewed the application, they are requesting \$20,000 and are projecting 400 room nights. He continued, to recap, last year we funded \$10,000, there were at least 321 room nights and 90% from out of area, per the survey they performed at the last event. This is their 10th year and they have special events planned, including VIP tours. We definitely support the event, it is 30 days long however, the amount is more than what is in the budget, so I am recommending \$15,000. Paulla shared that they are working on mid-week events to package with hotels and more festival events.

Linda Ennen motioned and George Marschall seconded to fund \$15,000 for the Cambria Scarecrow 2018 Festival from the Event Committee budget. Motion carried unanimously.

3.3 *American Legion 432 4th of July Fireworks Funding Application*

John Ehlers explained that the American Legion 432 submitted a funding application to pay for the cost of fireworks for their annual 4

th of July event in the amount of \$16,500. He said that they sent out 339 letters to businesses and received \$3000 and from town jar collections they got \$1,600. Nothing new is planned. The overall budget is \$34,000. San Simeon may fund a portion, as they did last year, but are waiting for the CTB decision. Last year the CTB granted \$8,500 and the SSA granted \$6,000. They have \$2,200 in the budget for advertising, primarily in Bakersfield and Fresno. It falls on a Wednesday. George said it is really an event, but came to Outreach for consideration. Greg said it does not qualify for event funds because it is in high season at a busy time. George said that he cannot recommend the application for funding. It falls in high season, which is against the CTB mission and he does not see numbers to support it. He reviewed the Cambria Pines Lodge, the largest Cambria property, and The Sea Otter and the year without fireworks shows the highest occupancy. The last two years with fireworks, when the 4th was on a Tuesday, the occupancy was in the high 50's. Greg agreed with George, his records show the same. George said it does not add heads to beds. If the holiday does fall mid-week most people have to work the day after and do not stay overnight. He, personally, would love to have the fireworks, however it does qualify for funding. He also read in the previous approvals that it was not intended to be an annual funding, yet we continue to fund it. There is just no proof that it is good for lodging. It is too much money at a high season time and it is a bad use of our money. His recommendation is to deny the funding completely. Greg said that he agrees with George, his numbers show the same data about occupancy. Jim does support it because it is in the middle of the week, when lodging needs stays, and we are not precluded from funding in the high season. Cambria is one of the few places that still has fireworks in the county, it is a big draw. John confirmed that they will still have fireworks this 4th; this funding pays for next year. Karen said that customers do expect fireworks here. They are very disappointed if there are not. Linda said that she cannot imagine not having the fireworks. She just had someone book overnight for the 4th, because of them. John stated it also attracts people to return and stay over. The people that are here need things to do and it will bring them back for return stays.

Jim Bahringer motioned to fund \$8,500 for the American Legion 432 4th of July Fireworks from contingency funds. Motion failed.

Linda Ennen motioned and Jim Bahringer seconded to fund \$6,000 for the American Legion 432 4th of July Fireworks from contingency funds. Motion carried 3 in favor, 2 against – Greg Pacheco and George Marschall.

3.4 Combined Marketing, Event and Outreach Committee Meeting

The three CTB Committees met for a combined meeting prior to this meeting. Jessica reviewed the 2017-2018 budget presentation that identifies the types of personas they are looking to market to and responses to a survey they conducted. She felt that it is on target with comments from the planning retreat.

3.5 Board Long-Term Planning Retreat Summary Review

Jim said that he feels that the outcome very closely matched the already stated CTB Vision Statement. I think the personas mentioned prove the type of visitor we want – they are looking for a true getaway. George wants to see a long term strategic plan to put money away every year towards larger projects. CAO Cuming said you can make it a line item in the budget, Long Term Capital Reserve. Greg said it could be used for extra marketing if needed too. Jim stated that we should plan a second retreat, which Linda can be present for too. Prior to July.

3.6 Next Meeting Date

The Board will discuss and vote on whether to continue meeting on the fourth Tuesday monthly or return to the prior second Tuesday schedule

The board chose to meet on the second Tuesday.

4. Information Items/Presentations

4.1 BlendFest 2018 Report

Chelsea Modlin handed out the follow up report. She stated that it was amazing this year, they moved it back to the Hearst Warehouse. The dinner at Indigo Moon goal was 50 tickets and they sold 46. Session one of the tastings went well with 198 attendees, session two was lower. People were very excited about the blending seminar event and it sold out. Linda asked if they could expand it above the 40 seats and she said possibly depending on the venue. They could do two sessions too. Tickets sales were up by 30 from last year. Attendee profiles were older and higher income. They provided 240 room nights.

4.7 Cambria Film Festival Report

Dennis Frahmann handed out the follow up report and sample marketing materials. It was a great success, it was in 4 different venues. Over forty films were shown. Forty local people sponsored the even too. They filled 1300 hundred seats. They sold 100 passes and 62 room nights. About thirty percent were out of area guests, the target was fifty percent. They stayed three and four nights for the festival. They discovered that they could have sold many more passes and will do so next year. They hope to have more venues too.

4.8 Marketing Committee Report

Jessica Blanchfield gave the report at the committee meeting earlier.

4.9 CBID Update

CBID Financial Report for Cambria

The report was provided to the board but not discussed at the meeting.

4.10 CBID Presentations

CAO Cuming gave the report at the committee meeting earlier.

4.11 Cambria Chamber of Commerce

Mary Ann Carson of the Cambria Chamber updated the board. Jerry Gruber attended a meeting and discussed water, maintenance, and assured them that there would never be porta-potties ever again. They asked him for better maintenance of the public restrooms. The Chamber is working on the new tag line "Shop Cambria" with bags and possibly gift cards. They are starting a new "Health and Wellness Fair" in September. They need an event coordinator for the Art & Wine Festival.

4.12 Committee Meeting Minutes

Event and Outreach Committee Minutes – March 6, 2018

Marketing Committee Minutes – February 27, 2018

The minutes were provided to the board but not discussed at the meeting.

5. Public Comment

6. Future Agenda Items/New Business

Next CTB Retreat Date

Visit SLO Cal Marketing Co-op

7. Adjournment

There being no further business, the meeting was adjourned at 2:36 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant