



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

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:04 p.m.

Members Present

Jim Bahringer
George Marschall
Greg Pacheco
Karen Cartwright

Absent: Linda Ennen

CBID

CAO Cheryl Cuming
Bram Winter
Matt Masia

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Mary Ann Carson, Chamber
Bruce Gibson, B.O.S.
Taylor Hilden, Scarecrow Festival
Paulla Ufferheide, Scarecrow Festival
Ralph Covell
Aaron Linn
Jill Jackson, CTB MA

2. Consent Agenda Items

Regular Board meeting minutes – March 27, 2018

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

3. Discussion & Action Items

3.1 Supervisor Bruce Gibson

The Board welcomed Supervisor Bruce Gibson to answer questions raised at a prior meeting. Jim stated that from reports the CTB receives monthly it appears that Cambria represents over 40% of county TOT. Supervisor Gibson agreed and said that Cambria, Cayucos and San Simeon represent close to 75% of the ten million dollars in tax. Jim asked if it was broken down by tax type. He said there is the 2% of which the CTB gets 1% and then the Visit SLO 2%. The County TOT rate is still below average of 10%, and holding at 9%. Jim asked if the TOT is then distributed proportionately to the communities that raise the funds. He answered no, it all goes into the county general fund. It is his job to advocate for everyone in his district. Projects like the two bridges and the American Legion sidewalk he has advocated for on behalf of Cambria. The general fund pays for what is needed, as it is needed; not by the amount paid in. Nipomo was successful in taking 1.2 million in funding.

Jim asked about the effect Diablo Canyon closing will have. Supervisor Gibson explained that it is responsible for about 24 million dollars a year of property tax dollars, which is about the same as generated in Cambria. The school district will be hurt the most, by about 10% of their budget. Twelve to fourteen hundred jobs will be lost too. Greg said that he wanted to know how TOT collection compared with sales and property tax. Supervisor Gibson said that TOT is easy to track, sales tax is not broken down the same way. They are credited by “planning areas” and the best he could get out of the reports is that in 2017 Cambria Planning District contributed a little over \$800,000 in sales tax, SLO County only retains small portion of tax, about 1%. Property tax is complicated, the best example is the Cemetery District which pays about 24 million annually of

\$290 million total budget. Cambria TOT was just under four million, San Simeon two million, and Cayucos one million.

Jim asked about the recent denial of a vacation rental application that was supported by the CTB. Many people are not utilizing the licenses that they have, only keeping them to increase sale value of their house or to keep someone else from having one near them. Supervisor Gibson stated that rules do allow for exceptions, but there are ordinances that must be met that are established by the community. The B.O.S. reviewed the application and there were four vacation rentals already on the street. There needs to be a balance, these are residential neighborhoods. The problem is the grandfathering that was allowed, there are about four hundred licenses in Cambria, which is 10% of the dwellings. The vacation rentals are 10% and the second homes are about 10%. It also affects long term rental stock and pricing. The Chamber was opposed, neighbors were opposed, and he was too. Dormancy issue does need to be addressed. He is all for deactivating inactive business licenses. Set a maximum number and if you don't pay TOT you lose it. Some areas do it by lottery. He continues to be concerned about the affordability of housing. CAO Cuming said that they appreciate the \$100,000 Infrastructure grants for the CBID regions. She said she understands \$200,000 is carved out for the Hot House. Supervisor Gibson responded that it is all general fund money. CAO Cuming said that she hopes they will consider increasing the grant program from \$100,000. He said it will not be this year. They are flattening revenue for a couple years and they are scrambling to fill a hole in the budget now. He suggested that everyone vote for Prop 68, it is park bond that could be very beneficial. He described how Cayucos accelerated the beach access project by six months to one year. They funded \$25,000 from their Capital Reserve Funds. He would be happy to discuss other projects around the community and how to leverage funding to get them done. CAO Cuming suggested that he give presentations to San Simeon and Cambria; and shared that the VAC with CBID funded unique Whale Tail benches. One project fed the other. She said that George is interested in using the Capital Reserve funds for connecting the Coastal Trail to Moonstone. He suggested if it could be part of the California Coastal Trail additional funding might be available. Other Cambria projects currently in the works include a path down Burton Drive and a bike path from the Main Street Bridge to the High School. Please do not hesitate to contact him with ideas. Jim thanked him for attending the meeting.

3.2 *Eroica California Event*

Greg reported that due to an incomplete application submission the Event Committee has not been able to consider and cannot recommend funding the event. Cheryl said that San Simeon may be interested in supporting the event. Cayucos invests in a rest stop every year and may be interested in additional funding. The event does draw International visitors. Aaron Linn said if the CTB could verify their support, he will text Wes so that he can announce the event move to Cambria. Jim said that may be premature. Jim confirmed that the East Ranch cannot be used for commercial, but the Pinedorado grounds could work instead. Greg said that he does recommend that Wes follow up, we are excited about the possibility of hosting the event, but he will need a complete application before any consideration can be given. Cheryl suggested attending the San Simeon meeting to discuss partnering to support the event. Greg suggested that Wes should do this. Cheryl offered to get San Simeon input at the next meeting, and Greg said yes. Jim said he would try to attend too.

3.3 *Visit SLO Cal Digital Remarketing Co-op*

Karen asked that Jessica explain the opportunity. She said that it came to them via Visit SLO Cal. For a \$5,000 spend you receive \$5,000 in matching funds. It will funnel people interested in the area to the Cambria page, there they can change the content and utilize an "enter to win" contest they already have budgeted to get sign-ups for the eblast and remarketing. The \$5,000 would need to come from contingency funds. CAO Cuming verified that the CBID invested \$20,000 and was matched \$20,000. She confirmed with Jessica that payment would need to come through Archer and Hound and be billed to the CTB.

Karen motioned and George seconded to fund \$5,000 for the Visit SLO Co-op from contingency budget funds, to run as soon as possible. Motion carried unanimously.

3.4 CTB Projected Budget – Fiscal Year Ending June 30, 2019

Jill reviewed the proposed budget. The board agreed to revise the budget and create a draft with the following changes: \$267,000 for the Marketing Committee; \$24,000 for the Capital Reserve; and the remaining balance, approximately \$20,000, goes into the contingency fund account. Jim said that the Governance Committee will meet prior to the next board meeting to review the budget.

The Board tabled the vote to give the Governance Committee an opportunity to meet and review the new draft budget prior to the next CTB meeting.

3.5 Board Long-Term Planning – Next Steps

Greg suggested that the Board have the next Retreat in July because no other CTB meetings are scheduled for the month. Board members agreed.

3.6 Next CTB and Marketing Committee Meetings Date

The Board decided to have the meetings on the third Tuesday, May 15 because the Visit SLO Tourism Exchange is on the second Tuesday of the month. The Marketing Committee meeting will start at 10 a.m. The regular board meeting will begin at 11:00 a.m.; there is an hour for lunch prior to the San Simeon meeting at 1:00 p.m.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield reported that the Facebook cost of result has increased. They will be watching this and are not sure what will happen. The digital advertising cost has lowered significantly. This is about the creative. "Tox and Detox". An impression is someone viewing ad; a result or click is someone responding to the ad and taking action. It is hard to show year over year numbers because of the old website issues. The Booking Engine was broken in February, so no information is reported. They are going to credit two months fees in response. Income for March was \$1,400, which more than covered the cost of \$1,200. Cambria Pines Lodge will come on shortly, there needs to be another push to get more participation. PR Push was "Discover your wild side". There was a total of 167 press hits. Linda Ballou was here and had a great time, she will report next month on her; and Jenny from Rider, a motorcycle touring magazine, was here this month too. Cycle Central Coast website traffic will increase in April. Jessica confirmed that all budget items are on track for the fiscal year, and will not be underspent. Greg was wondering if there was any money left in the budget to do a summer push and Jessica said no.

4.2 CBID Update

CBID Financial Report for Cambria

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

4.3 CBID Presentations

CAO Cuming said that she had touched on most subjects already. The only thing she hopes you will keep on the radar is the CBID Strategic Planning meeting scheduled for April 25 at Cambria Pines Lodge from 2 to 4 p.m. She values the feedback and hope everyone will attend. Both she and Jill will send out reminders. Everyone is welcome to attend the regular CBID meeting at 12 p.m. too. She will be reaching out to all the LFA Board Chairs to form a joint committee.

4.4 Cambria Chamber of Commerce

Mary Ann Carson of the Cambria Chamber was not present, so no update was given. Jill said the Art and Wine Festival Follow Up report was included in the board packet. Cheryl confirmed that she will forward a copy to Nikki.

4.5 Stewardship / Kind Traveler Update

Jill shared that Cambria Tote Bags and Discovery Loop Maps are available for constituents.

4.6 Committee Meeting Minutes

Event and Outreach Committee Minutes – April 3, 2018

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

5. Public Comment

Ralph Covell brought the article from the L.A. Times to share with the board. He was impressed with Visit SLO Cal. They had two tour buses from China come and enjoy the ranch. It is an exceptional experience for journalists too.

Paulla Ufferheide updated the board on the Scarecrow Festival, they have upcoming workshops with local artists; you can go on the website and see the promotion for it. It starts May 9. Reservations are needed. Jessica suggested that maybe they could utilize the Mid-State Fair opportunity and shared the Chamber email with her.

6. Future Agenda Items/New Business

Budget Vote

San Simeon Alliance Meeting – Eroica and Christmas Market Event Partnerships

Cayucos (VAC) Meeting – Eroica, Christmas Market and Seaglass Festival Event Partnerships

7. Adjournment

There being no further business, the meeting was adjourned at 2:42 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant