

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
May 22, 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 CAO
Cheryl Cuming
George Marschall
Greg Pacheco
Linda Ennen
Karen Cartwright

CBID

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound
Aileen Pasion, Archer & Hound
Mary Ann Carson, Chamber
Jill Jackson, CTB MA

2. Consent Agenda Items

Regular Board meeting minutes – April 10, 2018

The board approved the meeting minutes of April 10, 2018 as presented. There were no objections and motion carried unanimously.

3. Discussion & Action Items

3.1 CTB Budget – Fiscal Year Ending June 30, 2019

Jim stated that the Governance Committee met, reviewed, and finalized a draft budget for the fiscal year ending June 30, 2019. He asked if there had been any further discussion about it. He stated that it was in the packet. Jill asked if anybody needed a copy. Jim said that it is important that everyone reviews it and asks any questions they have. Greg Pacheco asked Jessica what is under partnership in the marketing budget. She said co-ops with CCTC or Visit SLO would come out of that it's kind of a catch-all for those types of things. CAO Cuming made sure everyone was aware that 4.8% of the budget was going into a capital reserve account, \$21,500 total. The contingency fund was increased. Greg asked what District Fees are and CAO Cuming explained they are 1% of the overall collection and pay for Nikki Schmidt's time. She continued that the overall expenses for her position are attributed to each of the local fund areas based on each's contribution. So, Cambria contributes 40 to 45% and pays 40 to 45% of expenses.

Greg Pacheco motioned, and Karen Cartwright seconded to approve the budget as presented. Motion carried unanimously.

3.2 Mid-State Fair Inaugural Showcase of Cities

CAO Cuming shared that the California Mid-State Fair invited all cities, towns and unincorporated areas of San Luis Obispo County to participate by creating an animated display that showcases their town. She explained that it was already sold out, so did not need to be discussed. She shared that Atascadero approved \$7,500 to build one. 400,000 people attend the fair, but statistics show that 80% are people under the age of 12.

No action was taken. Opportunity is sold out and not available.

3.1 CTB Logo Usage

Mary Ann Carson explained that the Cambria Chamber of Commerce received a request to use the CTB logo on t-shirts. It is not trademarked, the CTB originally wanted it used for consistency throughout the whole town, and also asked it to be put on one side of the Gateway sign. Jim said we should have an opportunity to officially approve or certify use of it. Greg said the more exposure the better. Jessica suggested restricting use to be in accordance with the CTB logo official brand book. She continued, we get a benefit by having a uniform logo and in the event it was put on an object to which we didn't approve, there would be some control. Jim said he agreed. He asked Jill and Mary Ann to coordinate on it.

The Board agreed that the logo may be used with certification from the Board. The applicant must sign acknowledgement that specifies intended use, and receipt of official logo standards that must be followed. Board agreed unanimously.

3.2 Managing Assistant Contract Renewal

Jim said that the Managing Assistant's, Jill's, contract is up for renewal effective June 30, 2018. and the board should discuss renewing for an additional two-year term. Jim asked about a performance review. CAO Cuming stated that the board could choose to do that. It is not required unless there is a pay raise. Jill confirmed that she felt the current budget did not warrant a fee increase. CAO Cuming stated that the scope is the same and pay is the same, it's pretty straightforward. She said she will send the appraisal form or coordinate with Jill to get it out to all the board members. She will consolidate the reviews into one. Jim said he thinks Jill has been an excellent resource, and we can decide on the contract renewal now, but as part of the process we should have a review sheet available to each board member. Jill stated that she is very open to feedback and wants to do what the Board needs. He asked that members fill out the forms and there be an agenda item at the next meeting to review the results.

Jim Bahringer motioned, and Linda Ennen seconded to renew Jill Jackson's contract for an additional two-year term with no changes; and the provision that all board members will provide performance feedback on forms to be provided. Motion carried unanimously.

3.3 ADA Notice on Agenda

CAO Cuming stated that it is not a requirement, but that LFAs may choose to add it to agendas. Greg suggested that it could possibly open up many other issues and board members agreed. She also shared that they do cover it on the county level, in their Lobby and there's a brochure. County Counsel will cover any issues.

The Board tabled the issue and may add to a future agenda.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield reported that with the budgeting a little bit lower than last year, there are some challenges. Our marketing strategy, our buyer personas, which again is just a reminder of what we have been doing, will stay the same. What are the reasons why people come to Cambria? We figured out who the people that were coming to Cambria are. We put them into a few different buckets, so those buckets are still relevant and that is still part of the marketing strategy but this year what we did as a further step was we really wanted to go in and do a digital audit so that we could really hone in on the types of ads and contents of ads, and all of their variables within ads that were most efficient within

the digital world. Social media and digital media ads are essentially performing the best. We had an influencer call, Justice Films, who not only has a great social following but also has beautiful video skills. He has a drone and he came to town and gathered tons of assets. He not only posted them on his social profiles but handed those assets over to us and we have beautiful drone footage that we can use. The new website search engine optimization is really coming into effect and we are really starting to see that take hold which is exciting. One of the things, even just last month, that we saw was an uptick in people signing up for email and wanting more information. We flag anything that's new and use the keywords. If anybody were to go in and say lodging and dog or if any of those like words are paired together visit Cambria would show up or one of our blogs would show up. That's one of the reasons why we utilize blogs because it's constantly giving us new content and that new content is giving us yet another opportunity to input keywords for search engine optimization. It is a set-it-and-forget-it sort of mentality with our website, it's constantly being upgraded and renewed and growing and so are the keywords. We're seeing a lot of new people come to the website but from that point we want to make sure that we're bringing them into another way of communication so signups for the newsletter are extremely important, because now we have the ability to communicate to them on an ongoing method as well as remarketing. So again, remarketing is it when they go to the website we know they're interested; we have the ability then to serve them new ads based on the fact that they came to our website. That method is a way for us to communicate to all those new people that we're getting to the website every single month. We wanted to make sure we have a strategic digital and social marketing campaign; so again doing that audit really helped us understand what ads are running the most efficiently so those are the ads that we're going to run more of this next year and if you want to go through our spreadsheet, we really honed in. We will use a layered approach, there's not just one kind of ad that's going to make all people like and interact with us. Promoted posts help us with engagement because there's new algorithms, and unless you do most people aren't going to see your content. Then there's other various types of ads that encourage different sorts of actions through the website. The asset gathering trips are utilizing our time and energy to really capture all of those assets that we need in addition to making sure that our influencers like Justice Films, are able to help us gather these assets that we really need this year with the Highway 1 closure. The closure is one part of the story and the reopening is another part. The challenge is when we need to make sure that people know about that reopening. So, we're really trying to make sure we are all aligned. Those conversations are already happening, and exciting things are coming out of these conversations, there's cool possible events that we're kind of working through. Really high-level ideas right now and possible opportunities of doing a ride up to the Hearst castle by motorcycle or by bike. Those are things that we are working on. I think it will be a good solution for audience retention and then we talked about that a little bit right we can get people to the site but then how do we make sure that they're being retained and that were continuing to tell them the story about Cambria and in that we have our continued digital remarketing and newsletter. North Coast Partners in creating some publicity opportunities so those plans are underway, for when we get the two-week announcement. Our buyer personas to recap, for a Cambria-centric person 45 to 74 years of age; they stay two to three nights, they travel with both their spouse or significant other, their reasons for traveling are change of scenery, their main attractions when vacationing is food, relaxation, beach, wine, shopping, peace and quiet, local quirks and one of a kind of attractions. Shoulder season last year we had two separate buckets primary shoulder and secondary shoulder season and what we realized during our audits is they can become one. The difference from the Cambria-centric is these people are staying a little bit longer,

they're more interested in better deals, which are available during shoulder season, so it all works well together. Again, same sorts of things food, relaxation, beach. We just surveyed our entire database and will end up probably going from a hundred thousand people down to probably about 60,000 and engaging with those. The second thing that they're most interested in is farmers markets, which I found really interesting. Jessica confirmed that they have set up the Farmers Market to be included in all our itineraries because it's every Frida and it is different, so it really is included across the board. It's interesting because one of the micro influencers that we've been working on for a while and we're very excited about is called "Modern Hiker" and they're on the cusp between a micro influencer and a professional media house they have a decent enough following to almost fit into the upper echelon but they're reasonable enough for us to be able to afford. The cool part is that we will have them experience various hiking trails and outdoor activities, but they will also be bringing a cyclist who will be coming in so with that we're going to be able to try to leverage their email subscription, their blog, and their social profiles. Central Valley, LA, Bakersfield, Fresno, Sacramento, San Francisco and San Diego we see across the board. When you are training this is a Mecca training ground for people from all over. Their personas need to be brought through the marketing journey and get them from awareness to consideration and end decision. So how do we do that? The most efficient method is itineraries. There's something really nice and compact about it that people love. It's kind of a set-it-and-forget-it sort of way to plan your vacation that looks great. I think I'll do that when I come to Cambria. On the website, but also incorporating it in other content is something that we do on a regular basis. We also talk about the photo that somebody shared on Instagram or a recent visitor that might be sharing their experience, ways to really give a she did it, I want to do it too. The social media is relevant to our product - so somebody may be online, or they may be reading a story about visiting California or a beach, it is a native article that makes sense, it's relevant to what they are already reading which is why they're more prone to click on it. It's in line with what they're specifically interested in. Relevant to the keywords that we identify to target. Shoulder season folks we know are more likely first timers, so you want to make sure that they're hitting all of the attractions. We are working to make sure that we stay new and fresh. This year in the budget you have added value to you, just under \$50,000. We realized this last year that we need to assume the responsibility of doing outreach for the booking engine, the company did not do as much as was needed. So, we're going to assume that this year, that's one of the changes, but again that's not part of your budget, its based on 5 hours a month. We also just got a \$5,000 savings to you in the booking engine negotiations. Those are just some of the things that that were deducted from your budget and of added value.

4.4 CBID Update

CBID Financial Report for Cambria

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

4.5 CBID Presentations

CAO Cuming reviewed the update report, it is for January-February, not March, I'm sorry that it is mislabeled. As you can see Cambria actually shows that it's up 10% year-over-year. Looking at the county report of vacation rental activity by calendar year for 2015, 16, and 17, it is based on licenses and you can see in 2015 41% of the inventory was not being rented, and that went up to almost 45% in 2016 and in 2017 you're at 45% so 383 total active with 173 not renting. Because of the limitations you all have here on density doesn't allow others within a certain amount of feet to them to be an active rental it really does impact inventory, and we see that mostly here in Cambria and Cayucos. Jim

confirmed that it is 200 feet in Cambria. She continued that they are working with the county to try to change some of the issues; and through the relationship with Visit SLO, which is more of an advocacy organization.

4.6 Cambria Chamber of Commerce

Mary Ann Carson gave the Chamber update. The Chili Cook Off and Car Show didn't have as many people in town and not sure why. Possibly due to the Cambrian newspaper not advertising. Many people think we should change the Olallieberry Festival to a time of year when we have Olallieberries, or change the advertising because its false. There was a volunteer fair because we need volunteers, and it was pretty successful. We are giving up the Christmas Tree Auction event. We're not going to be putting that on anymore. It really wasn't benefiting the Chamber. However, I sent letters to all the organizations involved and we did find that the Rotary Club is interested in putting it on because they are a public service type of organization and they don't really need to benefit monetarily. I cannot get donations from members and wineries like we used to. The Bike Rack and Gateway Sign painting project checks have been received. We are still waiting for a couple of members to send the money in for bike racks. The contract is signed and done. She confirmed that with Pacifica there will be a total of six bike racks. CAO Cuming suggested that they could expand the Olallieberry Festival to be like a local Artisan food product Festival. If you open it up, it can easily be a much bigger event.

4.7 Committee Meeting Minutes

Marketing Committee Minutes – March 27, 2018

Marketing Committee Minutes – April 10, 2018

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

5. Public Comment

George Marschall stated that the difficult situation that Cambria has with employment and housing continues. Greg confirmed that they have the same problem in Paso, so transportation from there would not help. Jim said the challenge is getting the county to allow additional housing units permitted and used for long-term rentals, but that is changing.

6. Future Agenda Items/New Business

Managing Assistant Appraisal Review

7. Adjournment

There being no further business, the meeting was adjourned at 2:26 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant