

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
June 12, 2018

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:02 p.m.

Members Present

Jim Bahringer
Linda Ennen

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Carissa Schwabenland, Archer & Hound

Greg Pacheco
Karen Cartwright

Kati Catania, Archer & Hound
Maureen Hubbell, Olallieberry Inn
Dennis Frahmman, Cambria Film Festival
Consuelo Macedo, CHS
Mary Ann Carson, Chamber
Jill Jackson, CTB MA

Absent: George Marschall (Working Oregon property)

2. Consent Agenda Items

Regular Board meeting minutes – May 22, 2018

Greg Pacheco motioned, and Linda Ennen seconded to approve meeting minutes of May 22, 2018 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Allied Arts Alliance Cambria Film Festival Funding Application

Greg explained that the Allied Arts Alliance submitted a funding application to assist with costs of the 2019 Cambria Film Festival. It has become a four-day event, to encourage more overnight stays and has been moved from Valentine's Day weekend to Thursday, February 7 through Sunday the 10th. Greg said the committee recommends funding it, in an amount up to \$4,500; and submitting a matching fund application for \$2,250 to the CBID. He asked Dennis Frahmman to add anything. Dennis said they projected a very conservative 85 room nights; 45% from out of area. They are offering lodging properties additional resources for packages. Their focus will be on additional out of area attendees. They will be selling more tickets. He said they have added an additional venue at the Vets Hall, to expand the event. They undersold passes last year, and it cut into out of area attendance. They already have 900 films submitted. He said that they will also offer a toolbox on the website that will be available to everyone, all lodging properties to use. Sponsors will also have packages promoted on their website. Cheryl said that BlendFest will be same weekend and should complement the event.

Greg Pacheco motioned, and Linda Ennen seconded to approve funding the Allied Arts Alliance Cambria Film Festival Funding Application in an amount up to \$4,500, from Event budget funds; and submitting a Matching Funds Application in the amount of \$2,250 to the CBID for approval. Motion carried unanimously.

3.2 Cambria Film Festival Matching CBID Funds Application

CAO Cuming confirmed that the Allied Arts Alliance 2019 Cambria Film Festival event qualifies for submission to the CBID for matching funds because it is a multi-region event that can expand attendance. She will confirm San Simeon will be funding the event too. The maximum amount that can be applied for is \$2,250. Jill confirmed that she filled out the application accordingly.

Greg Pacheco motioned, and Linda Ennen seconded to approve funding the Allied Arts Alliance Cambria Film Festival Funding Application in an amount up to \$4,500, from Event budget funds; and submitting a Matching Funds Application in the amount of \$2,250 to the CBID for approval. Motion carried unanimously.

3.1 Certified Folder Display Service, Inc.

Jill explained that Certified Folder Display, Inc. submitted an invoice for their annual fees at the Pismo Beach location and quoted costs for additional locations. It is \$47.50 per month for San Jose Airport; \$23.75 for Santa Barbara Airport; and \$21.31 for the California Welcome Center in Oxnard. CAO Cuming shared that 250,000 Highway 1 Discovery Route maps are distributed at 1500 locations throughout the state every year. It is one of the most picked up items. Linda felt that it is an inexpensive investment. They can look at results after one year. San Jose is the closest Airport. Mary Ann said that they are just starting to see people from San Jose, that would be a good location. Cheryl said that she could find out their best pick up rate locations. Jim suggested that Oxnard and San Jose Airport be added and that the results be reviewed next year prior to renewal.

Jim Bahringer motioned, and Linda Ennen seconded to approve the current contract at Pismo Beach; and add San Jose Airport and Oxnard Welcome Center for a total amount not to exceed \$1,200, from contingency funds. Motion carried unanimously.

3.2 Second Long-Term Planning Retreat

Board members decided that since there are no meetings in July and August, they will use the regular CTB meeting date for the retreat instead. Jim said they could review the CBID three-year plan. Cheryl suggested Archer & Hound's marketing plan for review too. They agreed to meet at the Lodge for the retreat at 12:00 p.m. on Tuesday, July 10.

3.3 Managing Assistant Appraisal

Jim explained that each Board Member filled out an appraisal form for the Managing Assistant; Cheryl then combined them and forwarded to Jim, who shared with Jill. Jim said that he feels that Jill is doing an excellent job. Jill thanked him; and the board for their input. She said that she will work to improve in the areas mentioned.

4. Information Items/Presentations

4.1 Marketing Committee Report

Linda stated that everyone received the recap in their package and a bigger issue to address is the new GDPR issues. Jessica Blanchfield reported on the needed compliance with the new GDPR laws and asked the Board for their guidance. It affects our Eblast subscribers and our website. It is very broad and open for interpretation. The CBID is having legal counsel review, and we have worked on it with our legal team. The new Privacy Policy will be created and be posted. New people will need to click a link to the policy and must read and acknowledge it. They are advised to add two additional buttons: One to receive emails and second to recognize that they will be using their data. Moving forward the legal recommendation is to follow through with a re-“opt-in” based on new policy and their data. They cannot tell which subscribers have EU email addresses, so feel it is best to comply with all of them. She acknowledged that it is a cumbersome process and some subscribers will be lost. The truly engaged will opt in again. Jim said it is new territory; new users make sense, but not old ones. Very few are EU. But it may help to reduce people that are not interested in receiving our content. He suggested that since there are no meetings in July and August, that it be revisited in September when there should be more information available. Greg said that you will likely lose subscribers. He asked how it affects the

mobile travel app. Jessica explained that there is a privacy policy on it, but not as much information is received from it. It is handled by a third-party company and they are updating their policy. They will not need to re-opt-in. Greg asked about a pop-up before you can access website content. Jessica said they are waiting legal advice on this. Greg said that his opinion is that the privacy policy should be updated, working with the CBID. And moving forward they should opt-in. He asked Cheryl's opinion. She said that a new privacy policy is a must and that's why county legal is working on it now. Greg stated that if there was an issue they would be under protection of CBID, and county counsel, and Cheryl confirmed. Jessica confirmed that they are advising all clients to take action, across the board. Linda asked if they will implement it no matter what or if they will be advised by each client. Jessica said that she would like to go back and review the contract to see where liability lies, if it is with the CBID. Cheryl confirmed that the contract with Archer & Hound is with the county and they own any creative produced. Jessica said that she wants to confirm that they will bear responsibility in this case, because they are the ones viewing the information. Cheryl said that they could bring something in writing to the county that releases their liability. Jessica shared that Coastal Living Magazine listed Cambria as 7 out of 10, of the "Happiest Beach Towns".

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 said she would keep it short, just a couple things. First, you received a copy of the letter to John Ehlers about the Fireworks funding. It was funded this last time, even though it is during peak season. The CBID is advising that they will not approve funding again. Linda stated that she is full mid-week because of the fireworks, and that is the reason they are staying. When they call they confirm that there will be fireworks. Cheryl included some great content that can be shared for lodging use. She reviewed the synopsis of the calendar year 2017 and said that the entire report is about 50 pages and can be linked to for review. She shared that for the first year since 2009 their renewal passed with no objections.

4.6 Cambria Chamber of Commerce

Mary Ann Carson gave the Chamber update. In July they regroup. They will be selling Visitors Guide space. They will start selling tickets for the Art and Wine Festival event in the next week. Cheryl asked if the event could grow. Mary Ann said yes, they would need to add a venue.

4.7 Stewardship Traveler Program Update

Jill shared that totes and maps are still available for delivery to lodging properties. Covell's Clydesdales has become a Stewardship Traveler activity. Beautify Cambria has submitted a Dark Sky event; and will be submitting two others.

4.8 Committee Meeting Minutes

Marketing Committee Meeting Minutes – May 22, 2018

Event and Outreach Committees Meeting Minutes – June 5, 2018

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

5. Public Comment

Jim Bahringer had to leave at 1:45 p.m.; Linda Ennen finished chairing the meeting.

Linda shared that Highway 1 will be opening the end of July.

Consuelo Macedo shared that the Cambria Historical Society's Museum's 10

th Anniversary is December 8 and will be celebrated on Sunday the 9th. They purchased it in 2001 and it took seven years to get enough funding and restore it. They opened it in 2008, and many other events, like the Scarecrow Festival, followed. She would like to have it placed on the September agenda. She shared that they need to increase business membership. They are revamping rack cards and creating a letter detailing benefits. She confirmed that business membership is \$100. It is \$30 for a family on the website. The archives will be located at the blue house next door to the museum that they purchased. They will be moving the historic school house back to its original location. They have many out of state and out of country guests that visit and sign in at the museum.

6. Future Agenda Items/New Business

GDPR Follow up

10th Anniversary of Cambria Historical Society Museum Opening is December 8th, celebrating on Sunday, December 9.

7. Adjournment

There being no further business, the meeting was adjourned at 2:02 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant