

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Long-Term Planning Retreat Minutes
July 10, 2018

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 12:10 p.m.

Members Present

Jim Bahringer
Linda Ennen
Karen Cartwright
Greg Pacheco
George Marschall

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Kati Catania, Archer & Hound
Jill Jackson, CTB MA

2. Discussion & Action Items

2.1 Archer & Hound Presentation

Jim asked CAO Cuming to start by explaining the Highway 1 Co-op for the reopening of the highway. She explained that there are two opportunities. Jessica has already confirmed CTB participation in one. Visit California is doing the "Dream Drive" and there will be eighty cars to represent the eighty years of the highway, with eighty journalists driving from Monterey to Morro Bay. It is attached to the Course De Elegance group. They are asking the North Coast DMOs for rooms and funding for their meals. It will promote the reopening with a huge international audience. Cambria will commit ten rooms for journalists. SLO Cal will be contacting lodging participants directly about rooms. The CBID will provide matching funds for the room and food costs of the FAM. For example, if you commit \$2,500 the CBID will pay \$1,250 of it. She has some unencumbered money from last year she can use for this. It is a very last-minute deal unfortunately. Jessica said that the tentative date is August 9, but it is not confirmed. They hoped it would be weekdays instead of the weekend in high season. It may be two nights. She said that they have worked with various ambassadors over the years and they have five top tier that she would like to have attend this event. Board members agreed to set a maximum room price of \$150. CAO Cuming confirmed that Cambria could try to provide more than ten rooms. Jessica said she wanted to confirm how it would work, do they have control of the FAM once they are in Cambria? CAO Cuming said that she did not know yet. She said to ask Keba.

The Board discussed and agreed to provide ten or more rooms at a cost of \$150 per room; and funding for journalists' meals. CBID will match the CTB's costs.

She shared that the second part of the opportunity that CBID has asked Visit SLO to put together is focused on California folks. It will start July 1th and include a blog, videos, and carousel ads. It is only open to Los Osos and north. It will fund SLO Cal's digital marketing effort. They will contribute \$40,000 and are asking \$10,000 per destination to participate. The CBID will match the CTB funding. So, the CTB pays \$5,000 and the CBID pays \$5,000. She said that Archer & Hound is recommending the opportunity. They will only do this with the SSA and CTB. Jessica explained how it would work and the proto type landing page, it links to the

Cambria page on the Visit SLO website. The enter to win could be reinstated. She said that it is a good value because of the remarketing ability, based on the pixel information. Cambria page was third most visited page during last co-op. Through pixel they pick up every person that visits our page and can remarket to them. Last time it was over 5,000. Jessica confirmed that Visit SLO would not allow them to put the booking engine on their page.

Greg Pacheco motioned, and George Marshall seconded to approve funding of the Visit SLO Co-op in the amount \$5,000 from contingency funds. Motion carried unanimously.

Jessica Blanchfield said that she can answer any questions the members have on the monthly marketing recap report. She pointed out that they did not send out an eblast last month due to the privacy policy still being up in the air. They will start sending out again in July. There were some great PR hits in June. Coastal Living Magazine listed Cambria as one of the ten top happiest sea side towns. It came in seventh. Modern Hiker was a pleasure to work with and we gained assets that they shared with us. They also sent a cyclist, Gus, who photographs followed, so we gained some beautiful pictures they shared with us too, that we can continue to use. The new fiscal year marketing plan is now in play. Each month will have a focus. This month is Instagram. There will be a blog and gif ads. Jim asked if there was a way to filter the booking engine, like by chamber member. Jessica said they are currently working with lodging for Harmony specials and they would put the widget on the Harmony page – it would filter by lodging offering Harmony specials and create a landing page. We could do the same for the Chamber. Jim said the current Chamber ad interchanges with ads and is not effective. Jessica said they pulled numbers for link clicks from each partner site for the last six months, to share with the board. She stated that you can see an uptick in clicks in March when the banner ad started to run. For only \$395 a year, it is a good investment. For CCTC (Central Coast Tourism Council), which is funded by membership and Visit California, the SEO is very strong. A & H took over management of the CCTC page from the Chamber with Mary Ann's permission. It is a sleeper site that is starting to produce activity, 17 clicks in only eight days this month. It only costs \$425 a year for sponsorship. Jessica said that she hopes CBID will start sharing pixels with the CTB and CAO Cuming confirmed that they would after the website is revamped. The Board would like to see this report monthly. Linda Ennen commented that she liked the format, it was helpful. Jim asked George Marschall about the Chamber having a Book Now button, to save commission fees. CAO Cuming stated that it is a bad idea for the widget to only represent certain constituents, like Chamber members, the board must always represent them all equally. The Board asked if the rotating Chamber ad could be on the lodging or visitor page rather than the home page. Jim said that it would be nice if the Chamber had the widget, just to see current availability to recommend to visitors. Jessica reported that they have signed up three additional properties on the booking engine and will continue to work on more. Two of them are vacation rental properties. One is a single, and one is a management company that has maybe 100 properties. It would be great to get a vacation rental person on the CTB. Jessica also confirmed that they sent out a constituent eblast through Jill and had greater success than usual with responses and requests. Jim recommended speaking to Richard Breen. Kati confirmed the new management company on the booking engine is Scenic Coast Property Management.

2.2 *GDPR Client Agreement*

Jessica confirmed that it is just an acknowledgement that Archer and Hound informed them of the new policy requirements. The CBID will hand down the new policy and is working with legal on it. CAO Cuming said that the board could not sign it, the county would need to. She suggested that the board orally confirm receipt. Jessica notified that a similar policy will become law in California in January 2020.

The CTB formally acknowledged receipt of the letter and advisement of Archer & Hound regarding GDPR, with no objections.

2.3 CTB Long-Term Plan and Projects

Jim started with forms included in the Board Packet that define possible projects by committee. Linda said she had interest in two projects, first would be additional electric car charging stations. Jessica suggested partnering with Megan at Central Coast Air District on funding. The second is the medians. They look terrible. CAO Cuming suggested funding a one-time project, like a sculpture or rock garden. The issue is ongoing maintenance. George stated that even "Drought tolerant" plants need some water, so are not an option. Jessica said to support bike share program, bike lanes would be good. Jim suggested reverse parking. CAO Cuming confirmed that they will hire a photographer and have an on-staff writer to create content. She also confirmed they will be improving on what they funnel down and deliver to the CTB. In a complimentary and not competitive way. Partnering with other regions to create multi-regional projects is great too. She is still waiting to hear about the "Race of Gentleman" event. Some of the events are just looking for a location and not sponsorship. She will keep the board posted. Jill said that the Eroica application is done, but he has not responded with signed application and reports. Cheryl is trying to get Wes to use Katie to help with the event. Jim said it should not matter if he is difficult to deal with, it is a great event and we need to work with him. He will check about use of park for the event with CCSD. Jim reiterated, and Linda and Karen agreed about the value of the fireworks to lodging. CAO Cuming said that John Ehlers is aware that he must find an alternate funding source. Jim said that he disagrees and feels that the CTB should be able to make independent decisions about funding events without CBID interference. Cheryl said the CBID has the right and it is written in the by-laws, Jim disagreed and said he would like to hear it from county counsel. George said he understands from Bram that what Cheryl is saying is correct. Cheryl said that a clarification was sent before and Jill said she would find it and resend to Jim. Jim said he would feel better hearing it from County Counsel and Cheryl agreed he could make an appointment. Greg said that he is focusing on events for the "off season", the four slowest months. Also, larger opportunities that are more impactful. At least one a month would be great. Car and motorcycle shows are a big focus and increasing /improving the April Chili Cook-off and Car Show. Jim said he thought the Chamber could use CTB support with the event, and to grow it. Jessica confirmed that they could reach out to car clubs. They also work with Clovis tourism, and they closed downtown and put a table in the middle, it was a "Farm to Table event". It was put on by the restaurants. Or do it with the Art & Wine event. Greg shared that the Christmas Market Shuttle funding remains an issue because the Chamber does not put on the event. George confirmed that they can provide number of attendees, but not financial information. George agreed to work on the application with Jill and Mary Ann. How will it expand? Converting people that drive in and leave to overnight guests. Cheryl said she feels it can be approved without divulging private financial information. Use cost per ticket and the board needs to decide if it is worth the \$15,000 investment. George estimates about 70% local (as far as Santa Barbara). The CTB could decide whether they want to fund without financial details. Greg stated that the Chamber, who is filing the application, receives zero income, so not sure how that will work. George stated that several Outreach projects were already discussed. Maintenance of the Boardwalk is needed. Jill will find out who is responsible for it and contact them. Greg suggested extending the boardwalk. Linda asked about the trail from San Simeon. George said a town of trails is a good thing and will bring people in. Jessica would love to map it. Linda said she liked the name and Jessica said they will use it. George said there were trails all the way across, but Covell closed some off. They are on his private property. The cemetery is actually right up against Lemert Estates. "California's most hikable city" would be a great promotion. Jim excused himself. Linda asked Cheryl to reach out to Ralph Covell. She suggested finding the old trail maps too. Jessica asked for confirmation from the board to continue pursuing partnering with Harmony, and they did. Jill said the next CTB meeting is September 11.

3. Public Comment

There was no public comment.

4. Future Agenda Items/New Business

Adding additional members to Marketing Committee; add to email list.

5. Adjournment

There being no further business, the meeting was adjourned at 2:08 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant