



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
September 11, 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  
Greg Pacheco  
George Marschall

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Carissa Schwabenland, Archer & Hound  
Kati Catania, Archer & Hound  
Wes Hatakeyama, Eroica  
Amedeo Polito, Eroica  
Paula Ufferheide, Scarecrow Festival  
Mitchell Masia  
Kieran Patel  
Aaron Linn  
Ralph Covell  
Jill Jackson, CTB MA

Absent: Karen Cartwright (Work)

**2. Consent Agenda Items**

Regular Board Meeting Minutes - June 12, 2018  
Planning Retreat Minutes - July 10, 2018

**The Board approved the meeting minutes of June 12, and July 10, 2018 as presented. There were no objections and motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 Visit California Highway 1 Reopening Co-op Funding**

CAO Cuming explained that the County Administrator had asked that the Board vote to confirm funding of the Visit California "Dream Drive," Co-op in the amount of \$5,100. Although the Board agreed to fund at the last meeting, there was no official vote. The Board voted on the second co-op, but not the first.

**Greg Pacheco motioned, and George Marschall seconded to confirm approval of funding up to \$5,100 for the Visit California Dream Drive Co-op, from contingency budget funds. Motion carried unanimously.**

**3.2 Eroica California 2019 Funding Application and Matching Funds**

Greg explained that Eroica California has submitted a funding application to assist with costs of the 2019 event, which they plan to move to Cambria. He said that he recommends funding up to \$15,000 and applying for \$5,000 back in CBID matching funds. Jim suggested an additional \$5,000 from contingency funds.

Wes Hatakeyama gave a presentation video on Eroica. Amedeo Polito explained that the attendees will come and ride routes again. Eroica Routes become famous around the world. The event has taken place for twenty-two years in Tuscany, Italy. They will bring a film maker here, so they can show the new location, the "Dream" of riding the coast. It will be the only ride on the ocean, in the world. Aaron said that it is the perfect extension of Cycle Central Coast.

Amedeo explained that European travelers prefer all-inclusive lodging packages, and they will work to create these with “Eroica Travel”. When he comes back they will meet with property owners to create the packages. Most attendees from out of the country will stay six nights, and that is what they include in packages. Attendees come from 35 countries. They like to rent large homes that they can stay in together too. Reversing the ride is great, now it will be downhill on the way back. They are hoping for 1,500 riders this year. The CTB will be able to reach their audience of over 100,000 cyclists from all over the world. Amedeo explained that the funding is to promote the move to Cambria, and it will be long-term investment. They are not interested in one year and moving again. Wes stated that 95% of attendees are from out of area. Amedeo said that they had over four million visits to their website last year; over 35,000 Instagram followers; and 100,000 on Facebook. They promote the location, not the event, all year. George clarified rates, at that time of year with Spring Break it will probably be above two hundred a night, so you should be aware of that. Cheryl agreed, these are more boutique type lodging options. Jim stated that weekends are easy to get, but a full week stay would be nice. He asked for CAO Cuming to give a county perspective on the event. She said that the International potential is great, and the other thing she loves is that Cambria would be the only Coastal location, which is a big draw. The connection to Cycle Central Coast is great too. Wes confirmed that the funds would go toward promotion. The more funding, the better job they can do. Greg said he hesitates on \$15,000, because there are 30-day events that don’t receive that much funding. It does have potential for longer stays. The intangibles are valuable too. Jim said that the thirty-day events are not bringing from Europe and Japan. Greg said that he recommends funding up to \$15,000 and applying for \$5,000 back in CBID matching funds. Jessica confirmed that she had no budget for Cycle Central Coast and no other available money from the marketing committee budget. Jim suggested an additional \$5,000 from contingency funds, for a total of \$20,000. Jill asked if they needed the entire \$40,000 to be funded. Aaron said a great deal of that will go to the film crew they will bring. They confirmed for Jessica that the film crew will come out well before the event and give them notice. Amedeo stated that they spend 500,000 euros annually on marketing. Mitchell Masia asked if there were other community requirements for the event, like traffic control, permits? Wes said that they will partner with The Cancer Society, and they will provide volunteers. They will pay for a professional traffic controller. He said that he will take care of permits and work with the county. George stated that the permits can be expensive. Jessica also wanted to confirm that nothing else will be expected to be funded, because in past years an additional funding for food and a stop was expected. Wes said he hopes the community will get involved and volunteer, but otherwise, no. No other funding for the event will be required. Aaron confirmed they are looking at a combination of the Pinedorado grounds and the Cambria Pines Lodge; and Rodeo grounds flat, by the dog park. Jim stated that there is an easement, you cannot use it for commercial purposes. You can’t sell anything there. Perhaps the Vets Hall area could be utilized. George said he wanted to make sure that the required feedback data would be received afterwards, and in a timely manner, as this may have been a problem in the past. Wes said that they now have a new website and they have invested a great deal in it; that will provide more information about attendees. The new report will be much better. George said that he hopes communication and response will be better, as that too has been an issue. Wes confirmed that now they will have the support from Eroica International. Amedeo confirmed that the CTB marketing team can work directly with his team. Jim confirmed that they charge no commission fee on the packages, so that is another benefit.

**Jim Bahringer motioned, and Linda Ennen seconded to fund up to \$15,000 from Event Committee budget funds and \$5,000 from contingency funds, for a total of \$20,000. Motion carried unanimously.**

**Jim Bahringer motioned, and Linda Ennen seconded approval of submission of the CBID Matching Fund Application in the amount of \$5,000. Motion carried unanimously.**

### **3.3 Cambria Art & Wine Festival 2019 Funding Application**

Greg said that the Cambria Chamber of Commerce submitted a funding application to assist with costs of the 2019 Cambria Art & Wine Festival. The amount requested is \$8,000. He said it is a good event and they are growing attendance by adding another venue this year. Last year they had 470 attendees, this year they project 600. Jill confirmed that \$7,000 was funded last year, and \$4,500 the year before. Due to budget constraints he recommends funding \$5,000 from Event Committee funds.

**Linda Ennen motioned, and Greg Pacheco seconded to fund \$5,000 for the Cambria Art & Wine Festival, from Event Committee budget funds. Motion carried 3 in favor, 1 abstention: George Marschall abstained because he is a member of the Chamber Board.**

### **3.4 Christmas Market Shuttle Application**

Greg explained that the Cambria Chamber of Commerce has submitted a funding application to pay for the costs of the Christmas Market Shuttle on an Event Funding Application, although it does not quite fit, and not all the information can be supplied. George said that there is overflow from the Lodge. Last year they were at 92% occupancy. 45% of tickets go to out of area attendees. All tickets should be booked online, only through packages. Greg recommended funding the amount of \$14,375.

**Greg Pacheco motioned, and Jim Bahringer seconded to fund \$14,375 for the Cambria Chamber Christmas Market Shuttle, from Event Committee budget funds. Motion carried 3 in favor, 1 abstention: George Marschall abstained because he is a member of the Chamber Board.**

### **3.5 Certified Folder Display Service Distribution Location Change**

Linda explained that the California Welcome Center in Oxnard closed on September 4. Certified Folder Display has offered to transfer CTB distribution to either Santa Barbara Airport or San Francisco California Welcome Center. The Marketing Committee recommends San Francisco.

**The Board agreed unanimously to move distribution to the San Francisco California Welcome Center.**

### **3.6 Cambria Magazine Travel App Ad**

Jill explained that last year the CTB purchased a quarter page ad in the *Cambria Magazine* to promote the Visit Cambria Travel App and showed a copy of it to them. The cost to place again this year is \$650. Linda said that the Marketing Committee recommends it and Jessica agreed that it was a good value.

**Linda Ennen motioned, and George Marschall seconded to fund \$650 for the Cambria Magazine Travel App ad from contingency budget funds. Motion carried unanimously.**

### **3.7 BlendFest 2019 Dates**

CAO Cuming explained that she spoke to Jennifer Porter, and she asked to confirm that the planned dates of February 8, 9,10, for the 2019 BlendFest event would work for Cambria. She will attend with a funding request in October or November.

**The Board agreed on these dates.**

### **3.8 CTB Board Membership**

Jim said that we are trying to get more people on the board, or at least on committees. Especially from the Vacation Rentals, who have no representation. There is the option of increasing the number of board members. The Board agreed that someone should start by participating on a committee. Jim suggested that the board might reconsider expanding if they attend three meetings. George said that he does not want to increase membership, there has not been any problem having a quorum. CAO Cuming confirmed that 86% of our constituency are vacation rentals, but less than 20% of overall revenue. George said that is because of all the inactive

ones. CAO Cuming confirmed that the county is working on Air BnB revenue, it is now 1.3 million. She should have more data next month. Jim suggested that the board encourage committee membership, and the subject be revisited if someone attends and is interested in joining the board.

#### **4. Information Items/Presentations**

##### **4.1 Marketing Committee Report**

Jessica presented a slideshow of the Dream Drive co-op event. There was a Scarecrow presentation that Dennis Frahmman conducted and a dinner at Stolo's. They had dinner in Cambria one night and San Simeon the other.

##### **4.2 CBID Update**

*Local Update – July 2018*

*Monthly Fiscal Profit and Loss*

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

##### **4.3 CBID Presentation**

CBID CAO Cheryl Cuming had to leave for another meeting, so no presentation was given. The "BID Bunch" document was included in the Board Packet.

##### **4.4 Stewardship and Kind Traveler Program Update**

George said he did not have anything. Jill shared that Squibbing Day was Sunday, she took 75 totes and supplies for the event and participated.

##### **4.5 Committee Meeting Minutes**

*Marketing Committee Meeting Minutes – June 12, 2018*

*Event and Outreach Committees Meeting Minutes – September 4, 2018*

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

#### **5. Public Comment**

Ralph Covell explained his ranch history. Linda explained that she had trouble booking with him and getting return calls. She has had some very disappointed guests. Jessica explained that for the last big FAM they could not get in touch of anyone or get a call back. He said that he would discuss with Tara, and make sure that calls are returned the same day. Jim suggested he have scheduled times with the number of tickets available, that would make it much easier.

#### **6. Future Agenda Items/New Business**

BlendFest Funding Application

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 3:10 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant