

CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 September 11, 2018

Time: 1:00 p.m. – 1:55 p.m.

Location: Pacific Premier Bank

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Bahringer	2 min
2. Consent Agenda Items Regular Board Meeting Minutes - June 12, 2018 Planning Retreat Minutes - July 10, 2018	Bahringer	2 min
3. Discussion & Action Items		
3.1 Visit California Highway 1 Reopening Co-op Funding The Board will vote to confirm funding of the Visit California “Dream Drive,” Co-op in the amount of \$5,100 from contingency funds, to cover costs of visiting journalists’ rooms and meals.	Bahringer	3 min
3.2 Eroica California 2019 Funding Application and Matching Funds Eroica California has submitted a funding application to assist with costs of the 2019 event. The amount requested is \$40,000 and it qualifies for submission of a CBID Matching Funds Application in the amount of \$5,000. The Event Committee will make a recommendation and the board will discuss and vote on approval of both applications.	Pacheco	5 min
3.3 Cambria Art & Wine Festival 2019 Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with costs of the 2019 Cambria Art & Wine Festival. The amount requested is \$8,000. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Pacheco	5 min
3.4 Christmas Market Shuttle Application The Cambria Chamber of Commerce has submitted a funding application to pay for the costs of the Christmas Market Shuttle. The amount applied for is \$14,375. The board will discuss and vote on approval.	Pacheco	5 min
3.5 Certified Folder Display Service Distribution Location Change 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 will make a recommendation and the Board will discuss and vote.	Ennen	3 min

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| 3.1 Cambria Magazine Travel App Ad | Ennen | 3 min |
| Last year the CTB purchased a ¼ page ad in the <i>Cambria Magazine</i> to promote the Visit Cambria Travel App. The cost to place the ad this year is the same, \$650. The Marketing Committee will make a recommendation and the Board will discuss and vote on approval. | | |
| 3.2 BlendFest 2019 Dates | Pacheco | 2 min |
| The Board will discuss the planned dates of February 8, 9,10, for the 2019 BlendFest event. | | |
| 3.3 CTB Board Membership | Bahringer | 5 min |
| The Board will discuss membership and the succession process. | | |

4. Information Items/Presentations

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| 4.1 Marketing Committee Report | Blanchfield | 10 min |
| This is a standing agenda item for discussion of marketing progress and statistics since the last board meeting. Jessica Blanchfield will give the monthly presentation that includes a new Activity Report. | | |
| 4.2 CBID Update | Cuming | 3 min |
| Local Update – July 2018
Monthly Fiscal Profit and Loss | | |
| 4.3 CBID Presentation | Cuming | 5 min |
| CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. | | |
| 4.4 Stewardship and Kind Traveler Program Update | Marschall | 2 min |
| This is a standing agenda item to update the board on any program activity since the last board meeting. | | |
| 4.5 Committee Meeting Minutes | | |
| Marketing Committee Meeting Minutes – June 12, 2018
Event and Outreach Committees Meeting Minutes – September 4, 2018 | | |

5. Public Comment

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

- 8.1 Cambria Tourism Board Meeting**
2nd Tuesday of each month – 1:00 p.m. @ Pacific Premier Bank
(No meetings in July and August)
- 8.2 Event & Outreach Committees Meeting**
1st Tuesday of each month – 11:30 a.m. @ Pacific Premier Bank
(No meetings in July and August)
- 8.3 Marketing Committee Meeting**
2nd Tuesday of each month – 11:30 a.m. @ Pacific Premier Bank
(No meetings in July and August)
- 8.4 Deadline for Agenda Items to be sent to the Managing Assistant**
3rd Friday of the month preceding meeting date
- 8.5 CBID Board Meeting**
4th Wednesday of the month

