

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
October 9, 2018

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:00 p.m.

Members Present

Jim Bahringer
Karen Cartwright
Greg Pacheco
George Marschall

CBID

CAO Cheryl Cuming
Laila Kollmann, Former Chair

Guests

Jessica Blanchfield, Archer & Hound
Mariya Zheleva, Archer & Hound
Maureen Hubbell, Olallieberry Inn
Jill Jackson, CTB MA

Absent: Linda Ennen (Work)

2. Consent Agenda Items

Regular Board Meeting Minutes - September 11, 2018

The Board approved the meeting minutes of September 11, 2018 as presented. There were no objections and motion carried unanimously.

3. Discussion & Action Items

3.1 Zagster Bike Station Location

Jill explained that the Board needs to discuss and choose a location for the bike rack that the CTB sponsored. The Chamber has planned one in the East Village and West Village, there will be two on Moonstone Drive sponsored by hotels. Jim shared that Maureen had an idea for a location at the CHC. There are three hotels on that end of town, so it makes sense. Maureen offered that they have bikes for guests and Santa Rosa Creek Road is very popular. CHC has the parking spots too, that are not being used. will review the CTB funded Zagster Bike Station requirements; and discuss and vote on a location. Jessica confirmed that the bike stations will be listed on the travel app. She recommended that even though three spaces are available on the bike baskets, it should be made simple with just one for the travel app. Jim agreed. Jill confirmed that the only thing needed to get bikes delivered is the rack locations.

Jim Bahringer motioned, and Greg Pacheco seconded to recommend that the CTB sponsored bike rack be located at CHC, pending CHC's approval; and to review Archer & Hound prepared logos for bike rack and baskets after sizing is established. Motion carried unanimously.

3.2 Request for Proposal (RFP)

Jim stated that the Board voted previously to renew the Archer & Hound contract through June 30, 2019; and revisit the RFP process prior to this date. He shared that he is very happy with Archer & Hound, they are innovative, they are really hitting the target market, however it can be good to do an RFP to see what else is available out there. He said it is important to have a real discussion, unfortunately our Vice-President is absent today. Jill confirmed that Linda Ennen expressed during the initial contract renewal and again prior to this meeting that she is very happy with Archer & Hound and sees no need for an RFP. CAO Cuming confirmed that it is a lengthy, intensive process that is not currently required by the county. If the CTB is happy with

Archer & Hound, there is no need. Jim asked if the CTB would have to go through the "Sole Source" process and Cheryl stated no. He asked if the CTB is required to only have one company and Cheryl said no. In fact, the CBID has contracted with individuals "The Bid Bunch" which she will discuss later. She confirmed that right now the county does not require an RFP and the only thing that could possibly trigger one is someone questioning it. Jim stated that he thought a marketing "contingency" fund would be helpful. Instead of all of the budget committed up front, some could be held to use for a special project or opportunity. Jim thanked Cheryl for all her advice.

The Board unanimously agreed to table the issue until a future date, when it is requested or required. Planning for renewal of the Archer & Hound contract should start with a budget, no later than March 2019.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield stated that they had already gone through the report, everything is running very efficiently. For Visit Cambria the cost per action is .05. She handed out the calendar of journalists coming in October and November. She made contact, during the Dream Drive, with George Robinson who is president of one of the Corvette Clubs. He may be interested in bringing events here. His last one had 298 cars. Cheryl has also talked with Race of Gentlemen about their event in November 2019, at Hearst Castle. Eroica has made the announcement about moving the event to Cambria and we have a meeting at the end of the month with the Italian marketing firm, to see how they can partner with them. They are already using content that Archer & Hound shared. No one had any questions.

4.2 CAO Evaluation Process Feedback

Laila Kollmann, former CBID Chair, shared that Cayucos funded the Eroica event too and she is very pleased. She thanked all the board members for volunteering. We have done evaluations in the past and thought it might be nice to have a board member address any concerns that were expressed and acknowledge that you were heard. Cheryl wears many hats and they are very grateful to have her. She shared that they had all done will provide feedback from the evaluation process. The CBID has come a long way, from scratch, there is a lot of accountability. LFAs were part of the inception and part of criteria. They hope to see deeper into LFA's to partner with them. Matt Masia is the new CBID Chair. CBID is here for LFAs, and are working with SLO Cal. They launched the new website, please check it out. Sometimes you are not receiving the most current numbers during your LFA meetings because they are not provided by the county until 60 days out. Please contact Cheryl if needed for info. Please let us know what we can do and any changes that you feel would be helpful. She thanked the board for their time, and Jim thanked her. Jim said that he really liked the new map, it is great for the Highway 1 regions.

4.3 CBID Update

Local Update – August 2018

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

4.4 CBID Presentation

CBID CAO Cheryl Cuming stated that everyone received information on the Beautification and Infrastructure grants. George said he was surprised by San Simeon low numbers in August. Cheryl said that there may be adjustments to numbers due to payments withheld. Improvement. Greg asked if extending the Moonstone Beach Boardwalk would qualify and Cheryl said yes. You would need to work with an organization to request funding. The BIG program down to \$90,000 this year. The Bid Bunch is a collection of contactors now creating the CBID marketing team. Cheryl is the integration lead. Lori Keller is the coordinator. They have cut their database subscribers in half and removed those that are not engaged, in order to deliver more specific content. They will add fifty key photos and twenty videos monthly, and these assets will all be available for use. They will deliver approximately 52 million impressions through planned media.

4.1 Cambria Chamber of Commerce

Mary Ann Carson was not present, so no update was given.

4.2 Managing Assistant Reports/Update

Jill Jackson briefly reviewed the report that was included in the board packet; and shared current budget balances.

4.3 Committee Meeting Minutes

Marketing Committee Meeting Minutes – September 11, 2018

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

5. Public Comment

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 2:07 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant