



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Special Board Meeting Minutes**  
November 19, 2018

**1. Call to Order**

The meeting was called to order by Board Chair Jim Bahringer at 12:00 p.m.

**Members Present**

Jim Bahringer  
Linda Ennen  
Greg Pacheco

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Amedeo Polito, Eroica  
Aaron Linn  
Karen Fyfe  
Maureen Hubbell  
Pam Roberts  
Jesse Garza  
Melissa Colon  
Jill Jackson, CTB MA

Absent: Karen Cartwright, George Marschall

**2. Consent Agenda Items**

Regular Board Meeting Minutes – October 9, 2018

**The Board approved the meeting minutes of October 9, 2018 as presented. There were no objections and motion carried.**

**3. Discussion & Action Items**

**3.1 Eroica California Presentation**

Jim stated that we should jump right in and introduced Amedeo Polito from Eroica. Amedeo apologized because the travel rep that was supposed to attend the meeting and help with the travel packages had a bike accident and is in the hospital. He will try to stand in for him, can inform everyone, and answer any questions. He stated that they have over 500 riders that come from other countries, including Italy, Mexico, and Japan. The feedback has been very positive about the new Cambria location. He said he believes the 2019 event will be very successful. He explained that there is a link on their website directly to the Visit Cambria CA website. He said that it is not enough, there should be more information. Their package will be a one-week package. Two days prior to the event and one week after. There is another event in Monterey after. He offered to have his marketing team work with the CTB's to create content and Jessica agreed. Aaron Linn interjected that riders will stay three or more nights for the event. Most will come sooner and stay longer. They are coming a long way. Jessica said that nine nights have already been booked through the Visit Cambria CA widget. She asked how they would be able to track nights booked. Amedeo suggested a special code given to riders to use that could be tracked. Aaron said that the Cambria community is really embracing the event and excited about it. People are volunteering to help and want to be involved. CAO Cuming asked Amedeo to define what his people are really looking for in the package they will offer. Amedeo said they want it to be all-inclusive, including activities and meals. Jessica said that maybe something special could be set up through Cycle Central Coast, they already have routes with vistas and food that are cycle friendly.

### **3.2 *Eroica California Q&A***

Jim confirmed with Amedeo that the packages include airfare and that the riders will fly in to San Francisco two days prior to the event, and then leave after the Monterey event. Amedeo said that his goal is to sell about twenty to twenty-five packages in Italy alone. Jim stated that the rest of the riders may come for a week before and/or the week after the event. CAO Cuming stated that the people that come with the riders should know about all the things to do and see. Amedeo said they send out over 100,000 newsletters detailing information on the location. They will also have staff stay one week prior and one week after. There is registration and a barbeque planned Friday, April 5; the festival/vendors for Saturday and then the main event, Sunday, April 7. The locations have not been established yet. Amedeo predicted 400 to 500 people for each activity planned. He is working to bring 10 vendors here from Italy. Forty-five to sixty-five vendors will need rooms too, in addition to staff. They should all stay about two weeks. Some staff will be here seven days. Aaron suggested a house rental might be most appropriate for some staff, like the film crew who has equipment. Amedeo said they booked two large houses for twelve people last year. Journalists will need to be housed too. Jessica asked Amedeo for a list, so we can at least get what is needed for the staff, film crew and vendors. Secondly there needs to be packages put together. Amedeo said he is usually given one invoice for all the rooms. CAO Cuming stated that would be difficult and probably would not happen. Jessica said that Jill has sent out emails to get everyone's availability and we can secure the rooms – but probably cannot do one invoice. We can work with your staff to provide credit cards to hold rooms. Amedeo shared that they will be meeting with professional festival organizers from Los Angeles. Amedeo confirmed that the event still happens, no matter what the weather, including if it rains. Jessica asked how the needed rooms will be organized and tracked. CAO Cuming said that they need to work through Jill and ideally through the widget/booking engine. Jessica confirmed that anyone on the booking engine can directly load specials. CAO Cuming suggested setting a deadline for the needed information. Amedeo confirmed that they will need 20 to 25 packages, that will go through Eroica Travel. Separately they will need specials listed for the other riders attending – those can be uploaded on the booking engine. Maureen Hubbell asked what they are looking for in those packages. Greg confirmed with Amedeo that they want all-inclusive “experience” packages. He said that they like to pay one price for everything – nothing extra. Jim thanked Amedeo and Aaron for providing all the information. They thanked the board and left.

### **3.3 *Eroica California***

The Board discussed lodging availability and minimum stays for the event. No vote was necessary.

### **3.4 *Zagster Bike Station Location***

Jim explained that Zagster will have a total of four stations: one at Castle Inn; one at the skate park across from the Vets Hall in the West Village; one at Pacific Premier Bank; and the fourth one the CTB sponsored and needs to decide the location. Pacifica was going to sponsor one, but dropped out, unfortunately. The previously discussed and voted on location at CHC is a great location and serves 3 hotels in the East Village. That may not work out, so a second location that could work might be the Black Cat, the Cambria Bike Kitchen is directly behind it. They will probably be contracted to service the bikes. The Bluebird Inn may own some of the land. Jim suggested Shamel Park. CAO Cuming stated it would be a great location, but private land will always go faster than county to get approval, she confirmed that no bikes or stations will be delivered until all locations are decided. There was opposition to locating one at the Fiscalini Ranch gate. Linda stated that she disagreed with the CHC location and thinks Shamel Park makes more sense. Jessica suggested Cutruzzola, Linda agreed that would be a good location

and faster than approval for Shamel Park. Jim suggested that the CHC location and alternate locations be pursued until the next meeting; and members agreed to table the matter.

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

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

Jessica Blanchfield reviewed the October Marketing Report. She shared some of the high points. Facebook, social media is all right on target. Pinterest has picked up, so they will devote more effort to it. It is being used as a tool for itineraries. It was the first month that they sent out two eblasts, which they will continue to do. They have seen great conversion numbers. October had 24 nights booked through the CTB Booking Engine, the most to date, with nine of those being from Eroica. Digital costs have gone up, but for much better quality, it gives them much more ability and control over data. They can remarket more specifically. As they grow their “white” and “black” lists the costs will decrease again. Jessica shared that the Travel Channel’s article named Cambria’s Scarecrow Festival as one of the best in the country. They partnered with Visit SLO and San Simeon in several efforts. They now have pixels to track visitors to the CBID website that show an interest in Cambria; allowing them to remarket to them. There was no way to track this before.

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

Local Update – September 2018

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

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

CBID CAO Cheryl Cuming reviewed the Nov & Dec 2018 Local Fund Summary report. Coastal Discovery Celebration will start January 12. The Disney movie Oceans will be shown again because it was so popular last year. There will be 44 activities. The History and Heritage Trail will be launched with 21 sites. A reminder, the BIG funding applications are due no later than January 18. Jill included the information and application in your board packet. An overview of the CBID media plan that they have launched was included in the packet too. She shared a copy of the full-page coverage in the New York Times, that Hilary Townsend obtained. CAO Cuming confirmed it was through PR. Jessica agreed that Hilary provides great coverage for the CTB, she goes to all the trade shows.

##### **4.4 Cambria Chamber of Commerce**

Mary Ann Carson was out of town and not able to be present, so no update was given.

##### **4.5 Managing Assistant Reports/Update**

Jill reviewed the report and asked if there were any questions. Jim asked if the BIG grant could be applied for to extend the Moonstone Boardwalk; Greg said that another organization, a local non-profit must apply. CAO Cuming confirmed and said that in Cayucos the Rotary obtained the BIG funding for the new beach access and whale benches. Jim said the CCSD is a non-profit. He will be at the next meeting for PROS, maybe he can get it on the agenda; or approach the Rotary Club. Jill will remind him. Jill said that she can send details on applying to anyone, email her information. Linda agreed that an extension of the boardwalk is a fantastic idea. Jill confirmed she is compiling and checking local music venues to update the website and app. Cheryl stated that BigBigSLO.com still compiles all the data and Jill agreed to check his site. Jim said he feels like all he ever sees listed is the Lodge. Jessica said that it is a big job.

##### **4.6 Committee Meeting Minutes**

Marketing Committee Meeting Minutes – October 9, 2018

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

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

Jim reported that 927 Brewery is working with Camp Ocean Pines to bring in a Beerfest fundraiser. The CTB might be able to support the event as it takes place in the spring and the Camp is a non-profit. At the very least we can promote the event through social media. Beer is a big draw, and people stay over. Jill will connect with them and find out.

Jessica asked if there was any activity with the car show contact whom she referred to the committee. Jill confirmed that he will attend the next committee meeting via phone. Jessica suggested that beer and car shows go together, and Greg agreed.

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

Zagster Bike Station Location

**7. Adjournment**

There being no further business, the meeting was adjourned at 1:35 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant