

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
December 11, 2018

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:40 p.m.

Members Present

Jim Bahringer
Karen Cartwright
Greg Pacheco
George Marschall

CBID

CAO Cheryl Cuming

Guests

Mary Ann Carson, Cambria Chamber
Jesse Garza, Oceanpoint Ranch GM
Jill Jackson, CTB MA

Absent: Linda Ennen

2. Consent Agenda Items

Special Board Meeting Minutes – November 19, 2018

The Board approved the meeting minutes of November 19, 2018 as presented. There were no objections and motion carried.

3. Discussion & Action Items

3.1 Zagster Bike Station Location

Jim explained that Gayle was looking for one more location. There is one planned for Castle Inn on Moonstone, the Skate Park, and Pacific Premier Bank. Jim proposed the CTB sponsored rack be located at the Bluebird, close to the Bike Kitchen. There are a couple issues, one is the rack cannot be located on grass, so that will be an issue for the skate park too. The Bluebird will have to put down a mat to put the rack on. The stations are very close together compared to most. Most will be about two miles apart, in a larger community. Jim expressed concern for how the Chamber will pay for the program in future years. CAO Cuming stated that it is not fair to name the station after the Bluebird Inn, since they did not provide funds as other properties did. Jim said he thinks Gayle already agreed to call it the Bluebird Station. Jim stated that the only place that lists the name is the app. Maybe it could be an incentive for Bluebird to sponsor next year and name it.

Jim Bahringer motioned, and George Marschall seconded to name the CTB sponsored Zagster Bike Station the “Cambria Bike Kitchen Station” on the app; and to locate it and on the Bluebird Inn property. Motion carried unanimously.

3.2 Eroica California Update

Jill reported that she had received a request from Amedeo for 23 guests and 49 nights. It was received after the board packet was already sent out. It should just be a start and we should receive additional requests from him. They will need to get the packages done, because properties are booked because it is also spring break. Jim stated that the start and finish will be at the old dog park location. CAO Cuming said that she can speak to him too, if needed. They do not have a location for the festival yet. Jesse confirmed that they had spoken to him about the Oceanpoint Ranch location but did not want to pay to rent the available space.

3.1 Board Member Intent to Renew

Jim reported that Karen's term renewal date is January 31, 2019 and she submitted a letter of intent to renew for an additional three-year term. He said that he is very happy that she is renewing. Karen said the time went fast.

Jim Bahringer moved, and George Marschall seconded to approve renewing Karen Cartwright's board membership for an additional three-year term through January 31, 2022. Motion carried unanimously.

3.2 Board Member Resignation

Jim shared that Linda Ennen is resigning from the board on January 31, 2019. The Board will need to fill her positions as Vice-Chair and Marketing Committee Chair in addition to replacing her on the board. Jim stated that they would prefer not to accept it, she is a great addition to the board and will be missed. CAO Cuming said that if the board will vote to accept it today, she will have Nikki post for the ten-day period and the board can start reviewing applicants in December.

Jim Bahringer moved, and Karen Cartwright seconded to accept Linda Ennen's letter of resignation from the board effective January 31, 2019. Motion carried unanimously.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield was not present due to illness. Jill distributed copies of the November Activity Report and shared a couple of items Jessica had sent over to highlight. Rooms booked last month: five from Eroica and ten from the new booking eblast. Big Big SLO is not providing live music updates anymore. She has had two video conferences with Eroica marketing person in Germany and have provided them many photos, videos and assets. She is still waiting for the final marketing plan. She can provide an update on this at next meeting; and can answer any questions you have. George commented that he liked the Facebook photo post of the Christmas Market. He shared that they had to get a bigger shuttle to accommodate all the attendees from Moonstone. He is not sure how many are local people though. Next year they should have a ticket from where they are staying to ride shuttle.

4.2 CBID Presentation

CBID CAO Cheryl Cuming said that she covered most everything last month but does want to remind everyone that the deadline is January 18 for BIG applications. Coastal Discovery Celebration will be launched, and you will start seeing emails from me on it. It starts January 12 and runs through the end of February. She should have an update on the Air BnB collections from the county. After reconciliation, there is more money coming in. She anticipates Cambria receiving more funds because they may not have been distributed correctly. Currently, they are not required to submit by community. Justin is in charge of the project, not Nikki. She said that they have uploaded over 700 pictures and some great drone footage to Flickr, everyone should take a look. There is a Flickr icon on their homepage to access. They work with Instagram quite a bit.

4.3 Cambria Chamber of Commerce

Mary Ann Carson shared that they are preparing for the Wine & Art Festival. That is their big thing, they are selling tickets. It is the last week of January. The new Cambria Magazine visitor guides have arrived. They are distributing 50,000. The western dance is in February. Elections for new chamber board members will be concluded this month.

4.4 Managing Assistant Update

Jill reviewed the report and asked if there were any questions.

5. Public Comment

6. Future Agenda Items/New Business

The next CTB Event and Outreach Committee meeting is scheduled for January 1, 2019 and will be cancelled in observance of the holiday. The Committee agreed to reschedule the meeting for later the same week.

The next CTB meeting is scheduled for Tuesday, January 8, 2019.

7. Adjournment

There being no further business, the meeting was adjourned at 1:30 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant