



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
January 22, 2019

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
Linda Ennen

CBID

Matt Masia

Guests

Jessica Blanchfield, Archer & Hound
Mariya Zheleva, Archer & Hound
Paulla Ufferheide
Dennis Frahmann
John Ehlers
Amber Martin
Jesse Garza
Jill Jackson, CTB MA

Absent: George Marschall (work)

2. Consent Agenda Items

Board Meeting Minutes – December 12, 2018

The Board approved the meeting minutes of December 12, 2018 as presented. There were no objections and motion carried.

3. Discussion & Action Items

3.1 American Legion 4th of July Fireworks Funding Application

Jim explained that the American Legion submitted a funding application and the Marketing Committee reviewed it. He asked that the Committee give a summary of their recommendation. Karen Cartwright explained that the Committee proposes funding \$4,000 for marketing efforts, two thousand of which would go back to Archer & Hound to pay for a landing page and assistance with ideas for the Go Fund Me page. Jessica Blanchfield explained that there are not any marketing budget funds, but there are potentially ways they could help leverage sponsorship opportunities for the Legion, and perhaps a Go Fund Me page. She said they could also use “in kind” opportunities like an “Enter to win”. The \$2,000 would go to other opportunities or for actual advertising, all things that could be leveraged for the Legion to then gain sponsors. Jessica said that it is a good opportunity for both the CTB and the Legion. The CTB can retain all the info obtained and remarket to attendees. They can get a “snapshot” on the people attending and where they are coming from. It would allow the CTB to collect info on a grander scale than was possible in prior years. The data collected could be used for remarketing in the off season. It also creates opportunities for the Legion to resell to sponsors and self-fund. She stated that through the landing page and creating packages with lodging they can increase event feedback received. Jim agreed with Jessica’s assessment. Linda Ennen added that if the question is “Heads in beds” every guest she books for that period is coming specifically for fireworks, they call and ask first, this year it is on a Thursday, so it creates a longer weekend stay. Linda said that she believes the fireworks do a lot for Cambria and would be a great loss for lodging if they could not be funded somehow. Karen added that it is an investment for the future too – the idea being that after this year the Legion will have the capability to self-fund, and lodging will not lose this beneficial event. John Ehlers stated that he has also submitted an application to the San Simeon Board. Greg Pacheco said he was confused because it was submitted to the Marketing Committee, but it is on an Event Funding Application. Jill confirmed that last year it was

submitted to the Outreach Committee, but Cheryl required it in on an Event application. There is no Marketing Funding Application. Greg said that he disagrees with the idea, it is not the job of the CTB to provide this support. He said that he understands that the board would like to support a community event, but he does not believe it draws in people from out of area. Karen said that she disagrees, it does draw people. She knows mainly from the loss the year they did not have them. There was bad publicity on social media too. Greg said that every property is different, but he did not see a difference without the fireworks. What day the holiday fell on seemed to have more impact. Jim said that some data was collected last year, out of 1600 raffle tickets sold over 700 were from out of area; and of the 200 other tickets sold 60 were from out of area. He said that he thinks it is a win-win for everyone; the CTB receives data on attendees to remarket to and assists the Legion in self-funding in future years so lodging does not lose the event and possibly overnight stays to towns that do have fireworks.

Karen Cartwright motioned, and Linda Ennen seconded to fund up to \$4,000 for the American Legion 432 4th of July Fireworks marketing and sponsorship efforts. Motion carried 3 in favor, 1 against: Greg Pacheco.

3.2 Board Chair Appointment

Linda stated that Jim Bahringer's Board Chair position appointment term renewal date is up. Jill confirmed that it is on January 31, 2019. Jim said that if anyone else is interested feel free to step up. He will continue for one year only.

Linda Ennen motioned, and Karen Cartwright seconded to renew Jim Bahringer's Board Chair position appointment for one year, through January 31, 2020. Motion carried 3 in favor, 1 abstention: Jim Bahringer.

4. Information Items/Presentations

4.1 Scarecrow Festival 2018 Report

Greg said that they heard from the Scarecrow Festival about the 2018 event at the last committee meeting. They are here to share results and the follow up report. He shared that they had requested \$20,000 and were funded \$15,000. They were named number one Festival in North America and received a lot of press for that. 81% of people surveyed were in Cambria specifically for the Festival and over 380 room nights were booked by just those surveyed. Each of their board members held two fund raisers. Paulla handed out detailed presentations and copies of the annual Scarecrow book. Dennis said that Greg hit most of the highlights and shared that it was the tenth year of the Festival. The art classes, dinners and other events they held brought visitors in to town too. More than two thirds of total visitors came from outside the county. He thanked the board for the \$15,000 grant. The Festival has really become a year-long endeavor and they are working to make it a self-funding event with many mini fundraisers. Increase. They have used funds to extend presence and outreach. They have also created a "Friends" program with businesses.

4.2 Stewardship Traveler Program Update

Linda Finley was not present, so no update was given.

4.3 Marketing Committee Report

Jim asked that Jessica Blanchfield to focus on Eroica and Zagster. She gave details and history on the Eroica event that will take place for the first time in Cambria this April 6 and 7. It originated in Italy. She did just hear from the marketing team. Their budget is only \$2,000. Amedeo will be here from Italy on February 11. Amber Martin confirmed that she has seen vacation rentals for Eroica. Jessica stated that registration has been increased from 800 to 1,500 and they expect 12 to 15 journalists for the event. The Zagster Bike program will be sponsored by Cycle Central Coast. Jill will confirm approximate date program will start; and if locking systems are available, and liability for stolen bikes.

4.4 Cambria Chamber of Commerce

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

5. Public Comment

Jim presented Linda Ennen with a certificate of appreciation and thanked her for her three years of volunteer service as Member, Vice-Chair, and Marketing Committee Chair of the CTB.

Dennis shared the upcoming Cambria Film Festival schedules, and details on the event.

Amber shared details on the recent meeting about vacation rentals. She said that the real concern expressed was with illegal rentals, so she was relieved. Jim said that there is also ongoing concern with the many inactive licenses.

6. Future Agenda Items/New Business

The Cambrian newspaper letters to editor response

March CTB meeting date – SLO CAL retreat on March 12

7. Adjournment

There being no further business, the meeting was adjourned at 2:02 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant