



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
February 12, 2019

**1. Call to Order**

The meeting was called to order by Board Chair Jim Bahringer at 1:10 p.m.

**Members Present**

Jim Bahringer  
Karen Cartwright  
Greg Pacheco  
George Marschall

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Mariya Zheleva, Archer & Hound  
Kelcee Wheeler, Archer & Hound  
Maureen Hubbell, Olallieberry Inn  
Mary Ann Carson, Cambria Chamber  
Paulla Ufferheide, Scarecrow Festival  
Aaron Linn, Eroica  
Jim Aaron, 3CMB  
Jill Jackson, CTB MA

**2. Consent Agenda Items**

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**The Board approved the meeting minutes of January 22, 2019 as presented. There were no objections and motion carried.**

**3. Discussion & Action Items**

**3.1 Eroica Update**

Amedeo Polito from L'Eroica Italy has not arrived in the U.S. yet due to airline issues. Aaron Linn attended in his place to update the board. He said everything is moving forward in the planning, and festival details. He is working with Shannon at the Cancer Support Network of SLO County as their non-profit partner, and she is organizing volunteers for the event. Aaron has organized additional community volunteers. They have been planning the dinner and the two days of rides. Eric Benson from Cal Poly has been involved for years since it started in Paso and he's really taken over a lot because Wesley, the founder ended up getting stuck in Japan with health issues. The Barrel House Brewery is the beer sponsor now and will do a giveaway. Cass Winery and the Tap Room will also be involved. Friday is registration, packet and promo bag pick up. There are 700 entrants for the Sunday main event, and 100 for newer bikes, in the Nova Eroica on Saturday. Road Bike Magazine has a five-page article that features Aaron. Jessica confirmed that 20 rooms have been booked through the Eroica website. She explained that there has been some concern about rooms being booked for staff, journalists and film crew. The event is April 5, 6, and 7. Cheryl explained that there has been a great deal of frustration with getting responses. Jill agreed to attend the SSTA meeting next Tuesday, February 19. Jim and George will try to attend too.

### **3.2 Selection of New Vice-Chair**

Jim stated that a new Vice-Chair was needed because Linda resigned. He asked if anyone was interested. Greg Pacheco offered.

**Jim Bahringer motioned, and Karen Cartwright seconded to appoint Greg Pacheco to the position of Cambria Tourism Board Vice-Chair. Motion carried unanimously.**

### **3.3 Selection of New Board Member**

No applications have been received yet, so there was no discussion or vote.

### **3.4 Board Response to Cambrian Article**

George Marschall explained that *The Cambrian* newspaper recently ran two letters to the editor that mis-represented the board. He would like to respond and clarify. The Board decided that Jill would create a document, or "Fact Sheet" and board members will individually give input on it to her. She will review with Jessica, and when completed, submit to Kathe Tanner. Jessica offered to create a page for it on the website.

### **3.5 CCSD Municipal Code Meeting**

Karen Cartwright shared that she was approached by Mel from the CCSD. They are having a meeting to vote on Municipal Code changes that could bring affordable housing to Cambria. Jim said that it will pass, George agreed, the state is very serious about allowing it. Jim said that members can attend the meeting as property owners, but the CTB will not take a stance. The meeting is February 28, 2:00 p.m. at the Vet's Hall.

### **3.6 Next Cambria Tourism Board Meeting Date**

Jill explained that Visit SLO has a retreat scheduled for the same day as the next scheduled CTB meetings. The marketing committee came up with moving the March meetings from the 12<sup>th</sup> to the 19<sup>th</sup> at 10:00 a.m. and 11:00 a.m. Also, the committee would like to move the April meetings up one day, so that they will be on the Monday following the Eroica event which Archer & Hound will attend, April 8. Board members tentatively agreed and will inform Jill of any changes.

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

### **4.1 Marketing Committee Report**

Jessica explained that they had a discussion about expanding Cycle Central Coast at the marketing committee level. She continued, Paso has reached out to me and we've had some initial conversations. Also interest from San Simeon and Morro Bay. The website is where we just maintain it, we don't necessarily grow and that is because our dollars have decreased over the years and in the past we were continuing to keep it Cambria centric because if we opened it up that would also require us to likely promote other tourism area's heads in beds and potentially partner communities, so communication has kind of just stopped there. We haven't really done anything with it but with the recent interest of folks around us looking to possibly be a part of it, I brought it back to the marketing committee and just asked is this still your wish or is this something that you want us to pursue. And so, the marketing committee asked to potentially pursue these conversations with partner organizations or partner communities, but now the discussion needs to go to the board level to discuss and decide.

George said that the other areas would probably move ahead on their own. Jim pointed out that Jessica mentioned that it's like a franchise so you can kind dictate some things, have oversight of the brand. Cheryl said that it sounds like there's enough interest to develop a framework of what it might look like. Jessica said that she would like to further the conversation but will need the Board's blessing. The Board unanimously agreed that they would like Jessica to pursue it further. She said to let her talk to the boards, they all know that today was going to be a conversation so now she can reach back out to them have some additional dialogue to see what their interest level is, and then report back to you.

#### **4.2 CBID Update**

##### *CBID Financial Report for Cambria*

The report was provided to the board but not discussed at the meeting.

#### **4.3 CBID Presentation**

CAO Cuming said, one of the things I actually want to make you aware of and I know Jill and I have been chatting about is the reconciliation of the Airbnb money. There is going to be approximately \$26,000 that's going to come into your financials as income from Airbnb collections that have been occurring since late 2017. I'm still working with the County, so there may be further adjustments. Jim stated that it is approximately \$2,000 per month. We're having an All Agency meeting following this meeting and will be presenting 12 different opportunities to our local fund boards. Hilary continues to do a great job with the Highway One Discovery Route, with 43 articles in the last 5 months, lots of great coverage. She's having a lot of journalists come here on the North Coast working a lot with Archer and Hound to ensure our public relations presence is improving. Another report in your packet is an overall summary of all of the local fund areas that gives you a chance to really see what other folks are doing and what your LFA is doing in 2018. The CTB had 12 projects funded for a total of \$123,000. Since the inception of the CTB you've had 154 projects. In total the CBID has funded 489 LFA projects, totaling 6.5 million.

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

Mary Ann Carson reported that they honored Citizen of the Year, Consuelo Macedo; and Business of the Year, Linn's Restaurant; at the Installation Dinner. The Art & Wine Festival was a huge success, without one single complaint, and all tickets were sold. The marketing and funding from the CTB were a great help, thank you. The Chili Cook-off and Car Show has been moved to June and they are adding beer tasting. They continue to forward Highway 1 updates as they receive them.

#### **4.5 Committee Meeting Minutes**

##### *Marketing Committee Meeting Minutes – January 22, 2019*

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

### **5. Public Comment**

Jim Aaron from Central Coast Concerned Mountain Bikers (3CMB) handed copies of a request to the board and addressed them. He explained that they build and maintain trails, we build for hiking, biking and equestrian trails. We built 55 miles of trail in the last 10 years and now our membership really is at the point where we're having trouble maintaining the trails, and there's a lot of new projects forthcoming too. He suggested a public service announcement, at a cost of \$10,000 divided between several of the boards. It's really not very much money, possibly under \$2000 a board. Now because I've been 30 years in the mountain bike industry, I have a professional mountain biker Jeff Kendall Weed who can do the PSA. He's got a huge following on social media. I thought this might be a great opportunity for us to work together. The other item is about the Cycle Central Coast website. It does not yet include mountain bikes, which I believe is a mistake. Mountain biking is easily one of the biggest draws in tourism.

Jessica confirmed that \$10,000 would cover everything. She explained that multiple demographics fit the marketing plan, mountain biking is a demographic within the cycling community. We chose to start with road bike, just because of the infrastructure that was available to us, the trails that were available to us. So, it was not a mistake. Not that mountain biking couldn't be part of Cycle Central Coast, but it is quite an investment. The maps are already on the Internet and so you basically just connect to all the stuff we've already got, all the infrastructure. Jessica said that it is something worth exploring and part of our conversation earlier was growing Cycle Central Coast. And that's going to be something that we talk about on the board level. I need marching orders from you guys in order to do that, we talked about it on the marketing level. We did not discuss including mountain biking. That's not to say that it can't grow in that direction. But it was intentional to start with road biking just because of the infrastructure and what was there, but it was never intended to strictly be just road bike. But we had to start somewhere. And so, I don't want it to seem as though it were an error. Jim

thanked him for the information. Jessica explained that in the future this could definitely be a possibility. She said, I think it's a little premature right now. I think there's a lot of things that we need to get in place first. But I don't want to take it completely off the table because I think it's the direction we're going, but just not yet. I don't know that it warrants an investment today. Cheryl suggested he speak with some of the other boards and then keep us posted on his progress.

Paulla Ufferheide shared that the Scarecrow Festival is having their appreciation event at La Terraza Mexican Grill on February 19. She hopes that all of the CTB members will attend. They are very appreciative of the Board's continued support of the Festival. The new Scarecrow Friends Brochure has just come out if anyone is interested. She added that the Film Festival was a great success and sold out.

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

CycleCentralCoast.com expansion

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:32 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant