



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Minutes**  
March 11, 2019

**1. Call to Order**

The meeting was called to order by Board Vice-Chair Greg Pacheco at 1:05 p.m.

**Members Present**

George Marschall  
Karen Cartwright  
Greg Pacheco  
Jim Bahringer (1:40 p.m.)

**Guests**

Jessica Blanchfield, Archer & Hound  
Paulla Ufferheide, Scarecrow Festival  
Dennis Frahmman, Cambria Film Festival  
Amber Martin, Scenic Coast Prop. Mgmt  
Jesse Garza, Oceanpoint Ranch GM  
Jill Jackson, CTB MA

**2. Consent Agenda Items**

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**The Board approved the meeting minutes of February 12, 2019 as presented. There were no objections and motion carried.**

**3. Discussion & Action Items**

**3.1 Cambria Scarecrow Festival 2019 Funding Application**

Greg Pacheco shared that the Cambria Scarecrow Festival submitted a funding application for the 2019 event. The amount requested is \$15,000 and the Event Committee recommends that the board approve funding the full amount requested. Greg reported on some of the new ideas the Festival was working on for the upcoming year, and some of their challenges. Greg asked if a Matching Funds Application could be filed because it is a multi-regional event and Jill said that she would confirm with Cheryl.

**Greg Pacheco motioned, and George Marshall seconded to fund \$15,000 for the 2019 Cambria Scarecrow Festival from Event Committee budget funds. Motion carried unanimously.**

**3.2 Beautify Cambria TRPR Annual Sponsorship Application**

George Marschall explained that Beautify Cambria submitted a funding application to pay for annual sponsorship fees of two TRPRs and the Outreach Committee recommends that the board approve funding \$720.

**George Marschall motioned, and Karen Cartwright seconded to fund \$720 for the Beautify Cambria TRPR Annual Sponsorships from Outreach Committee budget funds. Motion carried unanimously.**

**3.3 Selection of New Board Member**

Amber Martin explained that she had not submitted her application yet because she had a few questions. She asked about commitment required and Greg explained that board members usually chair and participate in a committee. Jill stated that all the committees are chaired currently, but she could take over Linda Ennen's spot as co-chair of the marketing committee. The meetings take place on the same day. Amber asked if there were any requirements and

Greg said only to be part of the lodging industry. George said that one member is not required to be part of lodging. Jill explained that a Designated Rep form would be needed too.

**No applications were received, so no vote was taken.**

### **3.4 Future CTB and Committee Meetings Date and Location**

Jill explained that due to changes in Pacific Premier Bank policies for the conference room, and a change in the next meeting date due to the Eroica event, a different location would need to be set for the April 8 meeting; and for one monthly meeting after June 1. Jesse confirmed that the April meetings could be held at the Oceanpoint Ranch Cantina again. Jill said that she would confirm this with him prior to the meeting. Greg said that the meeting locations after June 1 could be revisited in May.

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

### **4.1 Cambria Film Festival Report**

Dennis Frahmann shared results from the 2019 event. He said that the event was a great success with total attendance up by one-third. He reviewed the follow up report that was provided to members in the board packet. They received an average rating of 4.5 out of 5 by electronic survey takers. They filled 1700 seats over four days. The Vets' Hall turned out to be a very good venue. They had coverage in Westways and a \$5,000 advertising sponsorship for L.A. and Santa Barbara. 30% were from out of area, next year they will increase this. They have a total of 260 seats: 110 at CCAT and 150 at the Vets' Hall. They sold 200 passes and hope to sell 300 hundred in 2020.

### **4.2 Marketing Committee Report**

Jessica Blanchfield asked if there were any questions on the monthly activity report. She continued that the committee discussed the American Legion marketing plan to gain sponsors. The CBID approved funding \$4,000; \$2,000 of which will go to Archer & Hound. They will create a landing page that will live in the Visit Cambria website; a two-night contest giveaway to collect email addresses and remarketing opportunities; \$1,000 of advertising; two eblasts; Facebook posts; and re-posts for sponsors. She listed out a plan with what is received for sponsorship. Jim explained that he is working on four \$5,000 sponsors but may need to break that down to more. He has one commitment from the new owners of Centrally Grown, and a second possible one. Jessica said that she could not define a value on the package for sponsors because of so many variable factors. If the Board agrees, this plan will be submitted to CBID to complete the American Legion application.

Jessica continued that Eroica is coming up, so they are working on items for the event goody bags; and an enter to win contest to promote it. On April 13 there will be a Spring FAM with Visit SLO. The theme is "Hands on." Everything was donated, so there is no cost for the FAM.

Jessica added that at the last All Agency meeting the CBID offered 12 possible items to the LFAs, including a SEM program that the CBID will fund. That will be a great benefit. They will be offering lodging property photographs, which is good and needed. It is a lot of work. There may be a partnership program with Google. Crowd Rift was just approved, which is a content generating platform that the CBID will fund. It is fairly expensive, and will reduce manual work now required by A&H. It automates the work and plugs-in to the website.

Jessica shared an update about possible CycleCentralCoast.com expansion. She has been in touch with Travel Paso and they will have another meeting on April 8 to review the upcoming budget year and a potential partnership.

### **4.3 CBID Update**

*Local Update – March 2019*

*Monthly Reports*

The reports were provided to the board but not discussed at the meeting because CAO Cuming could not attend. She will review the reports with the board at the next meeting.

**4.4 Cambria Chamber of Commerce**

Mary Ann Carson could not attend so no update was given.

**4.5 Budget Summation**

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

**4.6 Committee Meeting Minutes**

*Marketing Committee Meeting Minutes – February 12, 2019*

*Event & Outreach Committees Meeting Minutes – March 5, 2019*

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

**5. Public Comment**

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

*Governance Meeting*

March 19, 12:00 p.m.

*2019 -2020 Budget*

April 8 meetings.

*VisitCambria.com website*

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:06 p.m.

Respectfully submitted,

Jill Jackson

Managing Assistant