

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)

Board Meeting Minutes

April 8, 2019

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:06 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
Carissa Schwabenland, Archer & Hound
Kiley Norvell, Archer & Hound
Mary Ann Carson, Cambria Chamber
Amber Martin, Scenic Coast Property Mgmt
Jesse Garza, Oceanpoint Ranch GM
Amedeo Polito, Eroica
Wes Hatakeyama, Eroica
Jill Jackson, CTB MA

2. Consent Agenda Items

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The Board approved the meeting minutes of March 11, 2019 as presented. There were no objections and motion carried.

3. Discussion & Action Items

3.1 Cambria Scarecrow Festival CBID Matching Funds Application

Greg Pacheco explained that Jill and he created an application to submit to the CBID for \$5,000, for the 2019 Cambria Scarecrow Festival event because it is a multi-region event. He asked if there were any questions. CAO Cheryl Cuming explained that for the CBID to approve the application it must show how the event will put more “heads in beds” and not just that it is multi-regional. Because it is not a new event, if more information can be added to the application that would help. It sounds like they will be hiring a marketing company and some other things you should detail. Jill asked if she could add an attachment to the application to provide more detail and Cheryl confirmed that she could. She will need everything by next Wednesday so she can submit at the next CBID meeting. Cheryl confirmed that the San Simeon Board approved funding \$4,500 for the Scarecrow Festival.

Greg Pacheco motioned, and George Marshall seconded to approve submission of a Matching Funds Application in the amount of \$5,000 to the CBID for approval. Motion carried unanimously.

3.2 Selection of New Board Member

Jim stated that he would like to recommend that the Board approve Amber Martin to fill the vacant board seat. She works with Scenic Coast Property Management and represents vacation rentals, which the board has been hoping to have someone from for quite some time. Jim said this will bring the number of board members back up to five. He welcomed Amber on the Board and congratulated her. Cheryl reminded everyone that she would not be official until approved by the CBID and the County Board of Supervisors. Jim confirmed that she could not vote until after

that, hopefully by the May meeting. Cheryl said it usually takes about thirty days.

Jim Bahringer motioned, and Karen Cartwright seconded to recommend that the Board of Supervisors appoint Amber Martin to fill the vacant board seat on the Cambria Tourism Board. Motion carried unanimously.

3.1 2019/2020 Budget Review and Approval

Jim explained that the Governance Committee met, reviewed, and finalized a budget for the fiscal year ending June 30, 2020. He asked that Jill review the budget for the board. She explained that there would be \$90,000 more revenue than anticipated partially due to the Air BnB collections. The overall budget projected for 2019/2020 is \$548,216.19 and is very similar to last year, with \$20,000 more for the Marketing Committee budget and a \$30,000 Marketing Committee contingency fund, so that the committee may make decisions on co-ops and other projects without coming to the board. We increased Outreach funds to \$10,000 and Event funds to \$60,000. Anything left over will roll into next years budget. There will be another \$21, 500 Capital Reserve allotment, bring total funds set aside to \$43,000. The remaining general contingency fund will be \$71,716.19. Greg asked Jessica what she thought of the numbers. She shared that the prior meeting with the Marketing Committee reviewed what they would like to see in the budget and now they will put pencil to paper and have a budget to present next month. CAO Cuming said that the CBID is projecting flat numbers, with no increase, so she is not sure about the 4%, but because of the large amount left in contingency funds she is comfortable with the budget.

Greg Pacheco motioned, and Jim Bahringer seconded to approve Draft 2 of the 2019/2020 budget as presented. Motion carried unanimously.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica reported that the budget was discussed at the prior marketing meeting. Eroica was over the weekend and they had a booth with old vintage furniture and rented a bar for wine tasting, with wine from all the local wineries. Feedback was overwhelming, being that they love that it was in Cambria. They love that the rides a lot harder. Overall, I think it was a great event. She continued, we gave away Cycle Central Coast patches. We did an "enter-to-win" for a free entry to next year's race. Dinner was a lot of fun as well with probably about 250 riders.

Amedeo Polito said that it was around 225 nova riders and 800 for the main vintage ride on Sunday. They had eleven different influences, with something like 45,000 followers. He has a list and he will share it as well as all of the positive media posts. The film crew was really great and shot a lot of footage. He said, you can see on our Facebook page in the short video they did. Since posting it, it has already had 2,000 views. The final film should be done and available soon. Volunteers were a problem because of the medical emergency of the lead at the Cancer Foundation. There were not enough local volunteers. They need about 100 volunteers. He was very happy with the work Archer & Hound and CycleCentralCoast.com did. Wes confirmed that all the riders were very happy with the new location in Cambria and the new routes. Cheryl said that there needs to be more planning in advance for the event. She said it does look like you are bringing people to town. Amedeo said that vendors for the festival need to expand, food trucks and local vendors. Everyone agreed that better signage would be helpful. Amedeo said that they are going to consolidate to one global website this year that is more user friendly. They will be opening registration for next year shortly.

4.2 CBID Update

Local Update – April 2019

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

4.3 CBID Presentation

CAO Cuming explained that they just brought the 13-member BID Bunch Crew together last week to start talking about 19/20. She reviewed the chart that was included in the packet, she said it is

to help understand how the CBID structure works. Also included was an update that we provided based on our marketing strategy on the three different imperatives. Our email list is up to almost 80,000 people and we are up to over 9,000 on Facebook. We had 50,000 sessions on our website last month, which is the most that our website ever received. Hilary continues to do an excellent job and exceeded 50 different features in basically 5 months. She's become a good resource to our All Agency folks as well. Jim asked if Archer and Hound are allowed access to take advantage of the BID Bunch. Cheryl said yes and discussed the testing of and investment in Crowd Riff of \$30,000. Jessica said they hope to get more people from CBID's advertising or website visitors over to Cambria's website. Cheryl said that will be the center retargeting concept. Jessica shared they will continue the conversation this Friday.

4.2 Cambria Chamber of Commerce

Mary Ann Carson reported that Art & Wine was a big success with 550 attendees, most staying 2 or 3 nights. They had 200 people for the Western Dance in February. The Chamber is rebranding itself and will be re-doing its website. It is 10 or 12 years old. They will have content to share at each Chamber mixer. The first one is on networking at Moonstone Cellars, which is this Wednesday. Then, after that they will do some information on marketing, etc. Chili Cook-off and Car Show has been moved to June 15, and they wanted to add craft beer tasting, but they are too busy. They will need to start earlier on that. It will be a Chamber Fundraiser. She shared that they are continuing to work on low cost employee housing. They also hope to work on moving the trolley stop for the Christmas Market from Burton to the West Village.

4.3 Budget Summation

Jill stated that the budget was included in everyone's board packet. She asked if anyone had questions or wanted the numbers reviewed. No one did.

4.4 Committee Meeting Minutes

Marketing Committee Meeting Minutes – March 11, 2019

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

5. Public Comment

Cheryl shared that Toni from the Cayucos Board has had very well attended meetings to discuss issues facing vacation rental owners, including the county trying to get rid of them completely or trying to implement fees on them to help pay for future affordable housing. Cheryl suggested that the CTB invite Toni, the Cayucos Board Co-Chair, to a meeting.

Jim reviewed the American Legion 4th of July Fireworks marketing plan that was submitted to the CBID for funding of \$4,000; \$2,000 will go to Archer & Hound, \$2,000 to American Legion. SSTA funded \$4,000. He explained that there will be four "Producers" of the Fireworks. Dow and Linn's have committed. He has another possible commitment. Jessica said that she will need logos and links to websites from each of the Producers as soon as possible, they need to go live by May 1.

Jim said he is concerned about Eroica's Festival location for next year's event. They cannot use the same location. The Schoolhouse is going to be there next year. They need more space and parking. The perfect location is the East Ranch, next to the new dog park. There are 100 parking spots and it is larger. The issue is restrictions on the use. Two of which are no lighting and amplified music. Jessica said that would not be a problem. Jim said that there is also a prohibition on solicitation, which is interpreted differently by the county than by the Ranch Board. This is something Aaron Linn is going to work very hard on resolving over the next seven months. There needs to be an emergency exit too.

Jill confirmed that the next meeting will be on May 14th at the bank.

6. Future Agenda Items/New Business

June meeting locations.

Toni, Cayucos Board Co-Chair, regarding vacation rentals.

Katie from Stewardship Traveler Program.

7. Adjournment

There being no further business, the meeting was adjourned at 2:24 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant