

CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
May 14, 2019

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 1:09 p.m.

Members Present

Jim Bahringer
Karen Cartwright
Greg Pacheco
George Marschall
Amber Martin

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Mariya Zheleva, Archer & Hound
Carissa Schwabenland, Archer & Hound
Katie Sturtevant, Stewardship Travel
Jill Jackson, CTB MA

2. Consent Agenda Items

Board Meeting Minutes – April 8, 2019

The Board approved the meeting minutes of April 8, 2019 as presented. There were no objections and motion carried.

3. Discussion & Action Items

3.1 Arthritis Foundation CCC Bike Tour Funding Application

Greg explained that the Arthritis Foundation submitted a funding application to assist with the costs of the 2019 California Coast Classic Bike Tour. They requested \$10,000, but only \$8,375 is left in Event Committee funds for the fiscal year. He said that the only issue was whether they could share email addresses that they collected, and Shannon has since confirmed that they can. He recommended that the board approve funding \$8,375.

Greg Pacheco motioned, and Karen Cartwright seconded to approve funding of \$8,375 from the Event Committee budget. Motion carried 4 in favor, 1 abstention: George Marschall abstained because he is an employee of Cambria Pines Lodge.

3.2 Appointment of New Board Member

The Board welcomed Amber Martin as their new member and co-chair of the CTB Marketing Committee. CAO Cuming confirmed that her application was approved by the Board of Supervisors .

3.3 2019/2020 Board and Committee Meeting Locations

Board members discussed future meeting location preferences. Jill shared that Cambria Pines Lodge or Oceanpoint Ranch might work. Linn's has offered their upstairs space, but unfortunately it is too noisy. The Event and Outreach Committee meetings are small and may be held in the Cambria Pines Lodge lounge, if necessary.

Jim Bahringer suggested that Jill make a list for the board of possible locations and the board can discuss at the next meeting.

4. Information Items/Presentations

4.1 Stewardship/Kind Traveler Program Update

Katie Sturtevant updated the board on program activity since her last update. She handed out a package of documents that included ideas for utilizing the new History and Heritage Trail, and several recent news stories. She reminded the board that Stewardship Travel is a marketing program. She stated that Shoreline Inn in Cayucos had great success with mid-week stays during the 2019 Coastal Discovery because she created a special lodging package that included a stuffed Elephant Seal.

4.2 Marketing Committee Report

Jessica did a brief review of the 2019/2020 budget report she presented in the Marketing Committee meeting. They plan to cut back on digital in favor of Pinterest advertising. It was necessary to find a new booking engine and they are very excited about the one they found, "Ares". It is local, in San Diego, and offers so much more than the previous one. The cost will be less too. The only variable in the budget is the Travel Paso contribution to Cycle Central Coast, so she created two budget options, one with \$33,000 from Paso and one without. She should know about Paso by the end of the week. The board will vote on budget approval at the next meeting.

4.3 CBID Update

Local Update – May 2019

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

4.4 CBID Presentation

CAO Cuming agreed that the new booking engine could work and offers a great deal more. She is very familiar with Ares and some constituents use it now. She also reminded the board that Brown Act training is now available via video. It is about hour and you can just let me know when it is completed. She continued that as Jessica mentioned they will now be providing SEM support to all the LFA's and are specifically working with Cambria on it. Rather than driving traffic to the Highway 1 destination page they will drive to local websites. The CBID will invest in this. The 2019/2020 budget will be discussed at next weeks meeting. This year the CBID will increase their marketing budget to one million. The largest budget to date. They now have a lodging specials page. The district is up for renewal this afternoon. There were two written protests so Matt Masia, the CBID Chair will attend. The year end report is on the members page. There is room to grow and improve as only 4% of Californians visit the central coast, but 80% travel within the state for vacation.

4.5 Cambria Chamber of Commerce

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

4.6 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.

4.7 Committee Meeting Minutes

Marketing Committee Meeting Minutes – April 8, 2019

Event and Outreach Committee Minutes – May 7, 2019

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

5. Public Comment

None.

6. Future Agenda Items/New Business

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

Review Board objectives.

7. Adjournment

There being no further business, the meeting was adjourned at 2:23 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant