



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
February 9, 2021

**Time:** 1:00 p.m. – 1:50 p.m.

**Location:** Video Conference Call

**Instructions:** To Join Meeting Click:

<https://us02web.zoom.us/j/83551155852?pwd=VDhObEhnOGtTMVZtdGtXeJnNnhNUT09>

Meeting ID: **835 5115 5852**

Passcode: **119205**

To dial in to meeting:  
+1 669 900 9128

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	2 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – January 12, 2020	Pacheco	2 min
<b>3. Discussion &amp; Action Items</b>		
<b>3.1 Cambria Scarecrow 2021 Festival Funding Application</b> The Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2021 event. The amount requested is \$15,000. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	5 min
<b>3.2 Beautify Cambria Association TRPR Sponsorship</b> The Beautify Cambria Association has submitted a funding application to pay for the annual sponsorship fees of two TRPRs. The cost is \$720. The Outreach Committee will make a recommendation and the board will discuss and vote on approval.	Bahringer	5 min
<b>3.3 Outreach Committee Kind Traveler Project</b> The Outreach Committee will discuss a promotional project linked with the CBID sponsored Kind Traveler Program. The board will discuss possible funding and vote on approval of pursuing the project.	Bahringer	5 min
<b>3.4 Current Highway 1 and Covid-19 Status</b> Board members will discuss the closure of Highway 1; current Covid-19 guidelines; the effects of both on constituents; and the local and county recovery efforts.	Pacheco	6 min

#### 4. Information Items/Presentations

##### 4.1 **Marketing Committee Report**

This is a standing agenda item for discussion of marketing progress and statistics since the last board meeting. Jessica Blanchfield will give the monthly presentation to the board.

Blanchfield 10 min

##### 4.2 **CBID Update**

Local Update – February 2021

Cuming 2 min

##### 4.3 **CBID Presentation**

CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

Cuming 8 min

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

Mary Ann Carson will update the board on what has taken place at the Chamber since her last update.

Carson 5 min

##### 4.5 **Budget Reports – December 2020**

Revenue and Expenses  
Budget vs Actual  
Prior Year Revenue and Expenses Comparison  
Marketing Budget Expenditures  
Grant Funding Detail

##### 4.6 **Committee Meeting Minutes**

Marketing Committee Meeting Minutes – January 12, 2021  
Event and Outreach Committees Meeting Minutes – February 2, 2021

#### 5. Public Comment

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

#### 7. Adjournment

#### 8. Informational

##### 8.1 **Cambria Tourism Board Meeting**

2nd Tuesday of each month – 1:00 p.m.  
(No meetings in July and August)

##### 8.2 **Event & Outreach Committees Meeting**

1st Tuesday of each month – 11:30 a.m.  
(No meetings in July and August)

##### 8.3 **Marketing Committee Meeting**

2nd Tuesday of each month – 11:30 a.m.  
(No meetings in July and August)

##### 8.4 **Deadline for Agenda Items to be sent to the Managing Assistant**

3rd Friday of the month preceding meeting date

##### 8.5 **CBID Board Meeting**

4th Wednesday of the month