



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
April 14, 2021

**Time:** 1:00 p.m. – 1:45 p.m.

**Location:** Video Conference Call

**Instructions:** To Join Meeting Click:

<https://us02web.zoom.us/j/86567726943?pwd=ZWRWTTFF0cU5VSXFQbnBqMFkzVWxCQT09>

Meeting ID: 865 6772 6943

Passcode: 162873

To call 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 – March 9, 2021	Pacheco	1 min
<b>3. Discussion &amp; Action Items</b>		
<b>3.1 2021/2022 Budget Review and Approval</b> The Governance Committee met, reviewed, and finalized a draft budget for the fiscal year ending June 30, 2022. The Board will discuss and vote on approval of the budget.	Pacheco	8 min
<b>3.2 CTB Marketing Partner Contract Renewal</b> The contract with the current marketing partner, Archer & Hound, will end on June 30, 2021. The Marketing Committee will give a recommendation on renewal, and the board will discuss and vote on approval.	Cartwright	6 min
<b>3.3 Current Highway 1 and Covid-19 Status</b> Board members will discuss the closure and the planned re-opening of Highway 1; current Covid-19 guidelines; the effects of both on constituents; and the local and county recovery efforts.	Pacheco	5 min

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| <p><b>4. Information Items/Presentations</b></p> <p><b>4.1 Marketing Committee Report</b><br/>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.</p> <p><b>4.2 CBID Update</b><br/>Local Update – April 2021</p> <p><b>4.3 CBID Presentation</b><br/>CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> <p><b>4.4 Cambria Chamber of Commerce</b><br/>Mary Ann Carson will update the board on what has taken place at the Chamber since her last update.</p> <p><b>4.5 Budget Reports – February 2021</b><br/>Revenue and Expenses<br/>Prior Year Revenue and Expenses Comparison<br/>Marketing Budget Expenditures<br/>Grant Funding Detail</p> <p><b>4.6 Committee Meeting Minutes</b><br/>Marketing Committee Meeting Minutes – March 9, 2021<br/>Governance Committee Meeting Minutes – April 6, 2021</p> | <p>Blanchfield      10 min</p> <p>Cuming            2 min</p> <p>Cuming            6 min</p> <p>Carson            5 min</p> |
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**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