



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Zoom Video Meeting
April 14, 2021

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
George Marschall
Amber Martin
Karen Cartwright

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Jill Jackson, CTB MA

Absent: Jim Bahringer

2. Consent Agenda Items

Board Meeting Minutes – March 9, 2021

George Marschall moved, and Karen Cartwright seconded to approve the meeting minutes of March 9, 2021 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 2021/2022 Budget Review and Approval

Greg Pacheco shared that the Governance Committee met, reviewed, and finalized a draft budget. We actually had an opportunity to review our 2020-2021 numbers, going back to what are we going to expect for this next year and I think the conclusion was in the area of our 2019 numbers. That was the basis of our revenues and collections last year. We are projected to come in over budget in revenue and under budget and expenses. Our carryovers projected to be about \$150,000 for next year and our revenues for 2021 and 2022 are pretty similar to the 2019 numbers, \$430,000. That gives us a 579-thousand-dollar budget to work with next year. Administration \$85,000 that seems like it is a hard number, not a whole lot we can do there. Marketing is the area we felt that we should invest more in this year. \$300,000 into the marketing budget \$2000, which is the same as our budget last year, for Outreach and \$30,000 which is the same as our budget last year for Events. Keep in mind there probably is not going to be a whole lot of events happening at least before the end of this year. So, total expenses of \$470,000 allocated, and \$100,000 in the capital reserves, still leaves us with \$62,000 in contingency. Cheryl questioned whether the budget report was correct. Jill explained the data and workpapers, and said it is the same report we do every year. Cheryl said she would ask Jill further questions outside of the meeting. Greg asked if anyone else had any questions. Cheryl said, I like that you guys are able to budget more for marketing. I think that is positive. I guess my question for Jessica, is it enough, or is that too much? Jessica answered, obviously a lot of our direction has been in the digital space and certainly the audiences that we are trying to penetrate we are not close to saturating. We can certainly utilize money to invest there. Now that we have a budget number, we will put together a final marketing plan. There are a couple of events that we talked about in the marketing committee, Eroica in September, and Spartan in November. We will look at what those costs might be. George confirmed that Greg covered everything in his notes.

Karen Cartwright moved, and Amber Martin seconded that the board approve the fiscal year ending June 30, 2022 budget as presented: \$300,000 for the Marketing Committee, \$2,000 for the Outreach Committee, \$30,000 for the Event Committee, \$85,000 for Administration expenses, \$100,000 to Capital Reserves, and \$62,097.67 remaining in the Contingency Fund. Motion carried unanimously.

3.2 CTB Marketing Partner Contract Renewal

Karen Cartwright explained that the contract with the current marketing partner, Archer & Hound, ends on June 30, 2021. The Marketing Committee has discussed this and is in agreement that we want to renew Archer and Hound. Obviously, they created great momentum and we have been very aligned on our goals and efforts. Recently they increased social media by 50%, or 20,000 impressions. Jessica is a big part of the CBID investing in Cambria marketing efforts. I think we are all in agreement that we do want to renew the contract, and the committee was thinking we would like to renew for two years, not just the one year. It allows the committee to create a longer-term plan without interruption. Karen said that one-year renewals disrupt momentum.

Karen Cartwright moved, and Amber Martin seconded to renew Archer & Hound's contract for a two-year term, July 1, 2021 to June 30, 2023; and for an amount not to exceed \$660,000. Motion carried unanimously.

3.3 Current Highway 1 and Covid-19 Status

Greg said, the aim is to fully reopen by June 15. It depends on the vaccine supply being sufficient and hospital admission rates remaining low. Certain restrictions will apply such as wearing a face mask and social distancing. As for Highway 1 it will open by the end of April, which is great, although Hearst Castle is now expected to remain closed. There has been some damage due to the same rainstorm that closed Highway 1. There are some sinkholes on the road that goes up to the Castle and currently the damage is being assessed. There is not a timeline yet for when it may reopen. It could be months. Mike from San Simeon sent out an update this morning.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation to the board. She began, impressions and social media grew by 50% in January. What we are seeing is new opportunities within each social platform. We talked about that a little bit but as we are working through some of those new opportunities, we are seeing it directly impacting our numbers and so again 50% increase in social media engagement and not through paid efforts but through just organic stories and real posts. There was a jump by 20,000 visits to the website and that was in direct relation to the seeded campaign that ran for us this last month on social media. The CBID invested through the LFA Imperative program, and so we ran social media ads through their ad account and then we had money that we then reinvested. Jessica explained the costs that may be associated with the booth for the Spartan event. Greg asked for her to detail the costs for the board to consider. Jessica said that she also feels that Eroica is more of our market. George said that maybe he could volunteer some time to help with cost of Spartan. Jessica will start marketing for groups interested in visiting, including car clubs. Any inquiries will be forwarded through Jill, just like the wedding venue inquiries.

4.2 CBID Update

Local Update – April 2021

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

4.3 CBID Presentation

Cheryl Cuming started by saying, I do not know if you guys had a chance to look at the summary that was provided, but we continued to ramp back up with some really solid

numbers. We had over 70,000 sessions on the website. I am glad to continue to see that grow. Homestays in vacation rentals are up, and we see that continuing. We are having delivered to all of your properties the Coastal Hiking and Discovery Trail Map. Each of you will be getting a hundred of those maps. It is continued to be an extremely popular piece for us, getting us about 2,000 emails a month with a very small investment on Facebook forms. She said that if you find you need more, just let Jill know. Katie has several 1,000 extra maps. Chuck and I were on a subgroup where we did get some lodging specific vaccinations yesterday and today and next Tuesday and Wednesday. The County worked with us to give us 2,000 appointments with the hope that we are getting more of our frontline people vaccinated, allowing you to then also tell the story that your staff is all vaccinated. We opened it up to attractions, restaurants, and wineries, as well. Anything that has an impact on tourism. Lastly, based on some effort Hilary made, HighwayOneDiscoveryRoute.com specifically was mentioned and linked in a Reader's Digest article on the 13 California Road trips you should try to take at least once. Millions and millions of unique impressions there, and then it got syndicated through MSN Lifestyle. We are looking to bolster our PR efforts in this new fiscal year, and to get Hilary back out to some of these media conferences. Folks are anxious and interested in visiting the area and we are working with the All-Agency folks right now on our 2122 plan. I will reconfirm that meeting with an invite probably later today. It will focus on the LFA Imperatives and the co-ops. Hopefully, there will be funds identified in the 2122 budget for the CTB to participate.

4.4 Cambria Chamber of Commerce

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

4.5 Budget Reports – February 2021

Revenue and Expenses

Prior Year Revenue and Expenses Comparison

Marketing Budget Expenditures

Grant Funding Detail

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

4.6 Committee Meeting Minutes

Marketing Committee Meeting Minutes – March 9, 2021

Governance Committee Meeting Minutes – April 6, 2021

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

5. Public Comment

6. Future Agenda Items/New Business

The next board meeting is scheduled for Tuesday, May 11.

7. Adjournment

There being no further business, the meeting was adjourned at 2:02 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant