



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
June 8, 2021

Time: 1:00 p.m. – 1:50 p.m.

Location: Video Conference Call

Instructions: To Join Meeting Click:

<https://us02web.zoom.us/j/86815267951?pwd=NTVDRFc2am5zTUtYanR0cVB3dE8rQT09>

Meeting ID: 868 1526 7951

Passcode: 522727

To call in to meeting:

1-669-900-9128

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	1 min
2. Consent Agenda Items Board Meeting Minutes – May 11, 2021	Pacheco	1 min
3. Discussion & Action Items		
3.1 CCC Bike Tour Funding & Matching Fund Applications The Arthritis Foundation has submitted a funding application to assist with the costs of the 2021 California Coast Classic Bike Tour. The amount requested is \$10,000. The event qualifies for submission of a CBID Matching Fund Application in the amount of \$5,000 based on the potential for growth. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	6 min
3.2 Cambria Open Tournament Funding & Matching Fund Applications The Cambria Lawn Bowls Club has submitted a funding application to assist with the costs of the 2021 Cambria Open 3-Bowl Pairs Tournament. The amount requested is \$4,999. The event qualifies for submission of a CBID Matching Fund Application in the amount of \$2,499 because it is a new event. The Event Committee will make a recommendation and the board will discuss and vote on approval.	Marschall	6 min
3.3 Current Covid-19 Status Board members will discuss the current Covid-19 guidelines, the upcoming re-opening, and the ongoing local, county, and state recovery efforts.	Pacheco	5 min

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| <p>3.4 July and August Meetings
The board members will discuss meeting in July and August.</p> | <p>Pacheco 3 min</p> |
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| 4. Information Items/Presentations | |
| <p>4.1 Stewardship Travel for Good Program Update
Katie Sturtevant will update the board on program activity since her last update.</p> | <p>Sturtevant 8 min</p> |
| <p>4.2 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.</p> | <p>Blanchfield 8 min</p> |
| <p>4.3 CBID Update
Local Update – June 2021</p> | <p>Cuming 2 min</p> |
| <p>4.4 CBID Presentation
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> | <p>Cuming 5 min</p> |
| <p>4.5 Cambria Chamber of Commerce
Mary Ann Carson will update the board on what has taken place at the Chamber since her last update.</p> | <p>Carson 5 min</p> |
| <p>4.6 Budget Reports – April 2021
Revenue and Expenses
Prior Year Revenue and Expenses Comparison
Marketing Budget Expenditures
Grant Funding Detail</p> | |
| <p>4.7 Committee Meeting Minutes
Marketing Committee Meeting Minutes – May 11, 2021
Event and Outreach Committees Meeting Minutes – June 1, 2021</p> | |
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| 5. Public Comment | |
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| 6. Future Agenda Items/New Business | |
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| 7. Adjournment | |
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| 8. Informational | |
| <p>8.1 Cambria Tourism Board Meeting
2nd Tuesday of each month – 1:00 p.m.
(No meetings in July and August)</p> | |
| <p>8.2 Event & Outreach Committees Meeting
1st Tuesday of each month – 11:30 a.m.
(No meetings in July and August)</p> | |
| <p>8.3 Marketing Committee Meeting
2nd Tuesday of each month – 11:30 a.m.
(No meetings in July and August)</p> | |
| <p>8.4 Deadline for Agenda Items to be sent to the Managing Assistant
3rd Friday of the month preceding meeting date</p> | |
| <p>8.5 CBID Board Meeting
4th Wednesday of the month</p> | |