



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

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:02 p.m.

Members Present

Greg Pacheco
George Marschall
Karen Cartwright
Jim Bahringer (via phone)

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Linda Finley
John Weigold, CCSD
Ray Dienzo, CCSD
Dave Sassaman, Lawn Bowls
Jackie Hogan, Lawn Bowls
Shannon Marang Cox, Arthritis Fdn.
Katie Sturtevant, STP (via phone)
Jill Jackson, CTB MA

Absent: Amber Martin (Work)

2. Consent Agenda Items

Board Meeting Minutes – May 11, 2021

George Marschall moved, and Jim Bahringer seconded to approve the meeting minutes of May 11, 2021, as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 CCC Bike Tour Funding & Matching Fund Applications

Greg said that the next item on the agenda is the Arthritis Foundation funding application for the 2021 California Coast Classic Bike Tour, and submission of a CBID Matching Fund Application. George said he would give a quick rundown; they are asking for \$10,000. He said he can attest to the room nights, and it is a great, well organized event. But the nights all happen to be at the Cambria Pines Lodge, which is one of his properties, so, yes, it is greatly beneficial that way and of course the idea that a big group like this is coming through Cambria is also good for the whole town. George confirmed that the marketing budget will be \$199,000. Shannon Marang Cox said that it might be slightly less than that. That was an initial projection but yes just under that. George asked if we gave you the funds, how would they be used? Shannon answered, we currently have a campaign going for social media advertising. We are not sold out, but we have 247 registered. We are actively recruiting and letting people know that there's space available. We are advertising the experience and getting more and more people involved, so hopefully some new blood into our event and bringing them to the Central Coast. George asked Jill, what does our current budget allow for? what do we have in the sides we have Jill said we have \$20,000 left for this fiscal year for events. I also see an application for matching funds, based on expanding the number of event attendees. George will abstain from the vote, but wanted to make sure everybody understood, this is an absolutely wonderful event, and it runs like clockwork. Shannon confirmed the 247 registered, and up to 300 riders can participate. She said, we also have quite a large group of crew and staff, so we

end up being closer to about 400. We arrive on a Tuesday, leave on a Wednesday and I believe the anticipated room nights are at 90 with an option for additional if needed. Shannon said that in 2019 we were in a situation where some individuals who were with the press, who were meant to turn around and go back on day four halfway through the tour, were having such a great time that we had to scramble for rooms, Cambria Pines lodge was sold out that night, so I ended up booking them all around. I think there is always a potential to add more room nights. The date would be on September 21st. George said that it is good, midweek business. Jessica asked if there is an opportunity from an advertising perspective to share your audiences from your social campaign with us, or perhaps if you have an eblast? Shannon said, absolutely Jessica, that is definitely something we can do. We have a large following for this event, are databases are about 1300 for eblasts. We utilize both the Cycle Central Coast and Visit Cambria logos and we have linked the website. We went ahead and put the logos in there again this year we published in early May, so just as you know kind of an ongoing collaboration. We are very open, flexible, and willing to do anything that you can think of. Greg thanked Shannon and said, George I just wanted to speak to your question as far as my particular feelings on all the business going to the lodge, the numbers make sense. That equates to assessment dollars and the lodge is full that night, so there is that displaced business that has to stay somewhere. I think it benefits everyone in the long run. It's nice because you can verify the numbers. Greg said, my only other question is about expanding the event and that would be our basis of applying for matching funds besides opening up to more riders is there anything else you are doing Shannon as far as reaching out to different market areas? Something that we can point to. Shannon replied, yes, actually Greg I am glad you asked. We had to go remote for our format last year because of permitting and COVID and all the rest of it, and it was a heartbreak to not be able to ride the coast. But, in some ways the silver lining was we still raised almost \$1,000,000 even without an 8-day tour. For people to actually cash in on all of their efforts the remote ride was very engaging very uplifting it is a very vibrant, bright community and people really bought into it. We said why would we ever not have a remote option? So, that is actually something that we're building out. We have this whole community throughout the country of arthritis patients, it effects 54 million people and it is the leading cause of disabilities. Our audience is vast, and we know that people are riding bikes more than ever. We could have some sort of a sponsored route on Cycle Central Coast. It could be dubbed the Arthritis Foundation route and if you could do a back link from your website. George said he would need to abstain, but the events committee recommended that the CTB fund their request for \$10,000 and apply for \$5,000 in matching funds.

Greg Pacheco moved, and Jim Bahringer seconded, to approve funding the Arthritis Foundation's CCC Bike Tour Application in the amount of \$10,000 from Event Committee Funds; and submission of a CBID Matching Fund Application for \$5,000 based on expansion of a current event. Motion carried 3 in favor, 1 abstention: George Marschall abstained due to Cambria Pines Lodge employment conflict of interest.

Greg congratulated Shannon and said good luck with the event this year. Shannon thanked Greg and the board.

3.2 Cambria Open Tournament Funding & Matching Fund Applications

Greg said that next is the Cambria Lawn Bowls Club funding and matching applications. George clarified with Dave that \$1,600 of the income listed on the budget came from the Lawn Bowls Club. He asked if Dave could give us a little background on the club and event? Dave shared, number one is Cambria has a world class bowling facility, our green rates among the best in the world. This is our first time to have an open bowling. We were able to get 32 professional bowlers to come here. We have three or four or five of the top bowlers in the United States attending. It will be the first in the Southern District. We reach up to 2,000 bowlers in California alone that are being notified that this this great event is going on in Cambria. The event is two days, but people are coming in early so that they can do some practice. Our first prize is \$1,000 which is one of the top prizes offered in the United States. The enthusiasm is beyond belief, and we are really excited. Does anybody have questions about the event? George said that we generally will fund an event one time. Do you have plans to find ways to keep doing this event and raise your own funds? Dave said, yes, definitely. We are very enthusiastic about having one and possibly two events per year. We will be able to have

fundraisers or find other ways to cover these expenses in the future. We will have things such as charging for different parts of the event and also for meals. George said he would recommend it on the basis that it be a one-time thing; and we apply for matching funds. Karen disagreed with George and said they should not be precluded from applying in the future. It should be based on results from the event. Jim agreed. He said we support many events more than just the first year, like the Scarecrow Festival. George said, I want to support this, but I am challenged now with the idea that I really just wanted it to be a one-time funding. Jill said that she would notate in the minutes George's recommendation that they work on seeking other funding sources and fund-raising methods for future events.

Karen Cartwright moved, and Jim Bahringer seconded, to approve funding the 2021 Cambria Open 3-Bowl Pairs Tournament in the amount of \$4,999 from Event Committee Funds; and submission of a CBID Matching Fund Application for \$2,499 because it is a new, first year event. Motion carried 3 in favor, 1 against: Greg Pacheco.

3.3 Current Covid-19 Status

Greg said, hopefully this is the last time we will have this on the agenda, but I just want to give a quick update. Currently our status is still in the orange tier, the current case count is 1.6. I got a notification within 5 minutes of this meeting; we will be in yellow tier on Wednesday. The vaccines are now widely available for individuals 12 and over. California is expected to fully reopen on June 15th with limited exceptions according to the California department of public health.

3.4 July and August Meetings

Greg said that July and August historically the CTB has not had a meeting I just wanted to get the boards feeling on this. The board agreed to meet via Zoom and resume in person meetings in the fall.

4. Information Items/Presentations

4.1 Stewardship Travel for Good Program Update

Katie Sturtevant said, I just wanted to pop in and give a little update on the program itself and some things to look forward to in the coming fiscal year. Katie reviewed some of the articles about the program; future items to look forward to; and Trip Creator. She thanked Jessica for all of her input on the program and with visiting journalists.

4.2 Marketing Committee Report

Jessica Blanchfield asked if anyone had questions on the recap report. She said, I am presenting to the Avila board tomorrow at their meeting to hopefully secure their partnership and I am waiting to find out if San Simeon will invite me to their board meeting. We are working hard to secure those partnerships again for this coming year.

4.3 CBID Update

Local Update – June 2021

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

4.4 CBID Presentation

CBID CAO Cheryl Cuming said, I will make mine quick and easy as well. We do have a July 9th call with all the administrators and marketing folks and all the BID Bunch members. We now have 19 contracted folks that are part of the bunch marketing team. The board did approve the budget overall with just over \$1,000,000 identified for marketing. We will be presenting the plan that just got approved by the CBID to that group as well as all of the details of the marketing strategy.

4.5 Cambria Chamber of Commerce

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

4.6 Budget Reports – April 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.

4.7 Committee Meeting Minutes

Marketing Committee Meeting Minutes – May 11, 2021

Event and Outreach Committees Meeting Minutes – June 1, 2021

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

5. Public Comment

John Weigold thanked the board for carving a few minutes out of their meeting. I know you have a lot on your agenda. I am the general manager from the Cambria CSD as I mentioned in the introduction and I brought along Ray Dienzo our district engineer and utilities manager, he oversees all the water and wastewater operations for Cambria. We just wanted to make everyone aware of the ongoing potential for drought conditions. Cambria is slowly, but surely moving in the right direction. We are in a position a little bit better than the rest of the state, but if you have been watching the news, you will know that the states in this region are drying out, all the way out to Utah through Nevada. We are quickly following suit, and as this group works with the tourism side of Cambria, I thought it would be a really good opportunity to make you aware of how we are thinking right now and what kind of things would be helpful to us for you to pass along to visitors. John said he would pass it over to Ray to talk a little more in detail. Ray Dienzo began by saying, just a reminder, I am not here to sound any kind of an alarm. I keep an eye on the water data and we have had interesting drought conditions as of late. We did not get as much rain as we had hoped and the well levels that we are seeing is comparable to 2015 or even 2014. In addition, our water demand has gone up 30%. We think it's 'cause everyone wants to get out and everyone loves this area. Ray continued, I am all for that, but I just wanted to remind everyone that we are facing some dry stages here. Hopefully, we can provide this service announcement to remind your folks of different things that can help, like restaurants only giving water for those who request it. Checking irrigation to be sure that the irrigation does not pond or have runoff. He asked if the board had any questions. Greg asked, I know you guys had to implement some pretty drastic changes a few years back, I am assuming that is probably on the drawing board at this point. Ray answered that it is more than the drawing board, we actually have restrictions in place right now, but everyone has just gotten used to things, like not using potable water to water lawns and replace lawns with drought tolerant outdoor landscaping, etc. The CCSD Board may put different conditions in place as we move forward. We are actually bringing to the board this month our new urban water management update, which is done every five years. It describes a new six stage drought system instead of our old current three stage. We are standing by to operate the water reclamation facility as well. Ray said that Cambria is currently in stage two and there are already guidelines on our website, for example: not washing down impervious surfaces with potable water, not serving water unless requested in restaurants, and checking irrigation to be sure that it is not ponding or running off. What has not been implemented is enforcing any fines or penalty surcharges. Greg asked what a Level 3 would look like. Ray answered, in the current system, a Level 3 would be a water shortage emergency which would also trigger the operation of our WRF. It would also trigger penalties for going over allotted water use. Greg asked what the allotment would be based on. Ray said that it would be the prior year usage. Greg stated that would be minimal due to Covid, so that is going to be a difficult metric for businesses. Ray said he does not anticipate this happening; it is not inevitable. I think now it is just aware because water demand is going up and well levels are going down, so that is really the purpose of this talk. Greg said, we appreciate it you guys, and appreciate the hard work you are doing trying to keep Cambria going with all the challenges.

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 2:14 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant