



**CAMBRIA TOURISM BOARD (CTB)**  
(Cambria Local Fund Advisory Board)

**Board Meeting Minutes**  
**Zoom Video Meeting**

May 11, 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  
Jim Bahringer  
Karen Cartwright

**CBID**

CAO Cheryl Cuming

**Guests**

Jessica Blanchfield, Archer & Hound  
Kylie Insco, Archer & Hound  
Jill Jackson, CTB MA

Absent: Amber Martin (Work)

**2. Consent Agenda Items**

Board Meeting Minutes – April 14, 2021

**Jim Bahringer moved, and George Marschall seconded to approve the meeting minutes of April 14, 2021 as presented. Motion carried unanimously.**

**3. Discussion & Action Items**

**3.1 CTB Marketing Partner 2021-2022 Budget Presentation**

Greg stated that the big item on the agenda today is the marketing budget presentation from Archer and Hound. So, Jessica and Kylie, I am assuming you probably have something to go over with us. Jessica Blanchfield explained that they would review highlights first. She asked if everyone could see her screen. Here is our basic agenda, do not let it scare you, it is not that long, and we will go through it as quickly as we can, but certainly as thoroughly. We can answer any questions. First, we are going to do an annual marketing recap just to show you how things have worked out over the last year. We are going to go through some challenges and solutions that we have identified as we began working through our marketing plan for this next year. We will go through the strategy, content focus, marketing inclusions and then ultimately budget details. We will give a high-level perspective, but we do have an itemized budget that we can go over. All of that fits within the items that we will discuss today. Please speak up if you have any questions, otherwise first we are going to go through and give you our annual marketing recap and that's where Kylie is going to help out.

Kylie began, we will start with website overview, as these charts show very clearly, we are up from last year and that is for a multitude of reasons. One of the large ones, page views, has almost doubled. One of the main reasons is we have been taking advantage of some new opportunities on social platforms, and we have been seeing huge growth on the website from that getting people to it.

Some of those new features and new algorithm changes specifically are in Instagram and Facebook with some different swipe up and link options. CBID's SEM efforts have also been part of the increase on our website. 90% of which are new users each month, so that is awesome. Last year and the blue is this year and what we did, because obviously we still have not finished out this year. We are looking at a way to make comparison, so here is the Facebook social media platform and we did a brief overview of the fans by cities. And this is ranked by followers per city, so Los Angeles is the highest and we have a large following from Bakersfield, Fresno, San Diego, and San Jose. I wanted to quickly explain the difference between reached people, engaged people and post engagements. These are areas that have seen huge growth this year. We have changed our posting strategy to posting daily and made this choice because the content and the audience lend to it. We saw an opportunity where people really wanted content during Covid. People could not travel anymore, so wanted us to bring the camera to them. That led us to posting seven days a week and that obviously increased our numbers. We needed to add all of the posting opportunities into the mix as well, so that is obviously something added to this. There has been consistent growth in the pages you can see, the likes, and also video views. We have been able to post more video content, that is one of the things that we have included later in the presentation. A plan to include more video content because that is what our audience is gravitating towards. This is the Instagram platform, and the breakout is by city, it does vary a little bit, but still hitting those main cities. Instagram has really changed our click through rate back to the website. Instagram has changed and has some new features. The algorithm is changing to really encourage people to use those features. We have included a bio link as well because we have so many followers. We have a swipe up capability and a lot of those page views that we saw earlier in the website slide are due to this. In Instagram we are now converting people who were just on a social media platform to the website. Pinterest, this is this past year, obviously we cut the Pinterest paid advertising out of the budget, but we have consistently been posting on Pinterest. These were from the Safe Travel's campaign. As we have seen in the past, numbers on this platform are still growing. We are excited to be able to implement some paid advertising back into the mix. Pinterest is still a great visual platform. We send Eblasts twice a month for Cambria and once a month for Cycle Central Coast. Our open rate and our click throughs continue to be really high. We have our general and then our booking Eblast, the last driving traffic to the booking engine. Cycle Central Coast, during the in season, continues to engage the cycling community and we have been dabbling with some new fun ideas for that. Search engine marketing efforts come from the CBID. They are investing dollars specifically for Cambria. There are two different kinds, there is search ads that's just text ads primarily; the other keywords that are being sought after: beaches and Central Coast vacations, and things like that; there is also some weddings and different mix of words but what has really been amazing over the last for six months is the Discovery ad. We contributed to the creative with this, we got to submit photos and the text that show up. It will show up a little differently, but this is on all the Google network platforms. We have really seen this creative take off since switching over. It is giving somebody everything that Cambria has to offer all-in-one, and then they get to keep looking for the information on the type of vacation they want to have. This year we had 10 influencers, some of those were paid, others were not. Something cool while yes, we have this budget line item to invite people for a time, we are noticing that they are falling in love with Cambria and then they will not stop talking about it. They are either choosing to come back on their own time, with their own dollars; or they just continue to post about it because they had such a good time. Some samples are, "Throwback to when I was in Cambria," "I wish I were there right now." It is generating content for us, a lot of them submit photos that we are using, but we are also noticing our developing relationships with some of these people that have pretty hefty followers, and they are constantly engaging with Cambria, sometimes commenting on [visitcambriaca.com](http://visitcambriaca.com) and Cycle Central Coast. From the virtual Eroica event and there were a few things that we were able to get from Amedeo, we got their online subscription lists and that helped us launch this because we had a collection of interesting people to talk to but from there we really kind of blew it up and created an opportunity where otherwise it would have just died off then. We created this in the Strava platform. It is something that we used for this specific event, but we had

such success with it that it is actually going to be something that we will continue with this year. 50 people actually signed up online to do it and completed it, with the poster and the metal, and we got photos from them. So, we could continue to engage with them, but it also helped grow our Strava platform and build credibility.

Jessica said she would launch into what we are going to get to do in the next year. She began, for us as we go into any sort of budget planning, or marketing planning, it is important for us to go through and identify all of the items that we are perceiving challenges in and figure out ways that we can look at them and create solutions. These are the six that we identified as challenges, but also have identified solutions for them. One being Covid or travel restrictions whatever that might end up being we don't know what that's going to look like in the next year I mean certainly we're hopeful that the worst is behind us but again I think we learned a lot over the last year and making sure that we are constantly in communication with our fans with the folks that follow our brand these people are out there we have filled very significant brand platforms for Cambria and so continuing to engage with these folks is absolutely something that you saw by the numbers, it is something that was very important for us and that we will continue to do. Even though the restrictions might hinder people actually coming to the community. The next big challenge are the privacy updates. This deals with the iOS 14 update and the disappearance of the cookies. By January of 2022 these are all things that we know are going to be either in effect or coming into effect. It is going to affect the digital landscape for sure, and so we have a plan in place, that we focus on authentic and engaging content within each of these independent platforms and more than anything this is the time to really look at each of those platforms as separate entities and make sure that we are in fact giving that rich content in each scenario. Another challenge is lodging participation. I think our board has changed and evolved over the years which has been fantastic we have a great collection of folks that manage multiple properties, very large properties, and rental home properties. As covid restrictions are starting to go away one of the things that we want to do is go out and make personal connections and outreach with a lot of our lodging property partners, in addition to that we really want to focus on media promotion for lodging specifically which we will get into in a minute, but really making this a big focus of ours for the year to come. Another challenge is collecting creative assets and videos, while we have been relying on CBID for a lot of our video content which has been fantastic, Archer and Hound now has a new Video Department. We have licensed drone pilots; we have all the latest cameras here. That has been something that we have definitely had our sights on for a long time and it is something that we have invested in over the last few months and we are excited to say that now we are able to realize those services for our clients, and you will see that in the plan including some added value which we're able to do because it's now an in-house service for us. As you know Cycle Central Coast has a couple partners last year, San Simeon and Avila. We are not exactly sure how that is going to affect us in this coming year. They are still pitching and working on their budgets, so not exactly sure where that is going to land. I only bring it up because we are self-sufficient in the sense that we have our own marketing and obviously we run that brand, but with potentially less investment from our partners that will affect our numbers. Last, but not least, just something we wanted to identify, lack of special events due to covid. These are things that we do not necessarily rely on bringing people to Cambria, but it is something that is important. We are on the constant search for hidden gems and unique activities. I would love for you to think about opportunities that we might be able to promote. Let's move into strategy, part of the strategy would have to include the changes that are happening with the digital space, so we wanted to let you know that we are mindful and are pivoting in some areas and adding efforts to different areas. We will stay on top of what is coming. The two big things that are changing, iOS 14 added privacy level, and then cookies beginning next year is going to be in the Google search space in all browser space. That is currently how things are targeted. Cookies are going to be changing, so we are not putting all of our eggs in one basket. We need to be gathering information in as many places as possible, so that we have as much data as possible to be able to reach all these people effectively.

Now we are going to have diversifying platforms and focus on the strength of each. That means utilizing all of the independent

features and what it is doing is it is forcing these platforms to come out with new features and they each want to be the best thing possible. We have to keep up with a lot of changes that are happening so that is exciting but also a little daunting. There is going to be a lot of new opportunities. While it used to be we might have put a lot of weight in a website visitor, now we need to put weight in things independently and find value in them all for different reasons. It means you are putting somebody down the funnel in a little different way and in as many places as possible. These are the different types of conversions that we are now going to be looking at. Diversification of conversion. We are going to look at website views and unique visitors. We are evaluating what is now going to be the most important. We have our app that people are using, and we have a new budget inclusion to capture people. We also have new partnerships with pro and semi-pro cyclists that we have created partly through some of the influencers that we brought in. We did not put dollars behind people signing up and already there are over 20 signed up to go on the Avila route. It is creating a community. It is making it appear that something is happening that cyclists can constantly be a part of. We have to be there for anything like that, it is just fostering a community of cycling and letting people enjoy what we have to offer but giving them a time and a place to do it so that people can get together however they feel comfortable. For Visit Cambria there will be 6 blogs a year. There will be the two eblasts that we have continued to do. One would be like Kylie was mentioning, focused on things that are happening, attractions, just general Cambria information; and then one specifically focused on booking. We talked about the lodging focus a little bit, so essentially our goal would be to parcel off all of the lodging properties into one or more categories. Also emphasizing custom itineraries. So, it is really about maximizing our efforts with the resources that we have. In terms of the budget itself and again we have line-item details, if we want to go there, but essentially just big picture view and the highlights of the things that are included in the marketing budget. One would be brand evolution. This does not mean a complete redesign by any means, but it definitely means that we need to stay current, and we need to stay relevant and with that we want to update the home page and the blog design, because we are seeing people move in to wanting these or are wanting this information via mobile, we just want to maximize the space a little bit differently. We want to redesign the blog, we want to create a different or new and improved itinerary by category section, and then we want to add a lot more video elements into the website. We want to update the app design slightly because again that app design has not been updated in quite a few years. The other thing that we want to do is add Tik Tok. It is a platform where people definitely are talking about Cambria. Where on Instagram and Facebook we are paying to have our stuff in front of people who do not follow us, we get it in front of you organically on Tik Tok. Everything we talked about is included in the budget for social. We will be doing Pinterest ads. We are combining this and calling it influencer partnership marketing. That means they reach out to us; we make them content. It allows us to find additional opportunities in those areas. We have also donated added value of \$46,000. Jessica said that the Cambria account is definitely one that the staff absolutely loves, and vacations here. So, whatever we can do to contribute to your success is absolutely our pleasure. Greg thanked Jessica for the presentation, and the added value.

**Jim Bahringer moved, and George Marschall seconded to approve the Archer & Hound Marketing Committee Budget Plan as presented. Motion carried unanimously.**

### **3.2 *Current Highway 1 and Covid-19 Status***

Greg explained that Cambria is currently in the orange tier. Our case rate is 4.9%, we need to be under two to move to the next less restrictive tier. Currently vaccines are widely available, so we are moving in the right direction. We are still waiting on the geotechnical report and updates to assess the road conditions to Hearst Castle.

#### **4. Information Items/Presentations**

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

Jessica said she felt she had already covered everything in her presentation, unless anyone has questions on the report included in the board packet.

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

*Local Update – May 2021*

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

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

CBID CAO Cheryl Cuming shared that she wanted to make the board aware of SLO CAL, just this morning, sent an email blast out to everybody regarding Camp Roberts and the potentially thousands of government workers and other folks who are going to be working out of Camp Roberts to reunite kids with their families and this is a 12-month commitment and there is supposed to be 4,000 government workers coming to Camp Roberts. They started arriving yesterday. Look at the email from SLO CAL for more details.

Cheryl said that she would do a quick update. Many of the things we are working on right now are things Jessica and Kylie included in their presentation. I am loving that the marketing folks with the local fund areas have been finding the LFA Imperatives valuable. I am glad to see that within the Cambria budget you have earmarked some money for our Co-op, which also has a matching fund opportunity in it. Cambria wins the Gold Star for always taking advantage of matching fund opportunities. The LFA Imperatives that we found successful, one is the SEM which you guys are heavily involved in, thank you for being a great partner. That social test did well in Cambria and Cayucos so we are now rolling that into the Imperative program and will probably invest about \$85,000 this year in continuing to curate more photo and video assets. It is very clear from the LFA and All Agency meeting we had last Friday that what they really want is more social videos and some additional scenic photography. We are looking to renew our contract with CrowdRiff. We are spending \$14,000 a month in SEM and more than half of that is going to the LFAs to specifically drive people to your website. The LFA Imperatives are now north of \$200,000. We had almost 70,000 sessions in the month of April. Looking at ways of growing our email database because one of the things that Archer & Hound was talking about around this really makes our email database invaluable. We have 65 to 70 thousand people right now. We just went through and removed all those that have not been engaging with our brand, so we have a really solid list, and we are looking to grow that. Lastly, one thing I am excited about creating and I just saw a version of it, and I will be sharing it out with the marketing folks before we publish it, is we are creating a Best Beaches on Highway 1 map that will be available for your use that will then also be used as a piece to get more emails from folks. It is a really great piece, something similar along the lines of our Coastal Hiking and Coastal Discovery Maps, which is doing really well. We started our beaches promotion and that is doing well, we have new beaches video we are working on, a surfing video; we are also going to do a Butterfly Grove video for when the season comes back. We are well prepared with lots of good marketing stuff.

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

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

##### **4.5 Budget Reports – March 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 – April 13, 2021*

*Special Board Meeting Minutes – April 20, 2021*

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

#### **5. Public Comment**

George Marschall said, I just have one thing that I think we should recognize the officer who passed away in San Luis Obispo in the shooting yesterday, Officer Luca Benedetti. I just think it is so tragic and I think we should just acknowledge that. Greg agreed and thanked George.

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

#### **7. Adjournment**

There being no further business, the meeting was adjourned at 2:09 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant