



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
July 13, 2021

Time: 1:00 p.m. – 1:40 p.m.

Location: Video Conference Call

Instructions: To Join Meeting Click

<https://us02web.zoom.us/j/82793033186?pwd=cis0cTIRK1V0N01ycUJ2dGIIOE81Zz09>

Meeting ID: **827 9303 3186**

Passcode: **897584**

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	2 min
2. Consent Agenda Items Board Meeting Minutes – June 8, 2021	Pacheco	2 min
3. Discussion & Action Items		
3.1 Country Coast Classic Funding & Matching Fund Applications The Country Coast Classic organization has submitted a funding application to assist with the costs of the 2021 bike event. The event may qualify for submission of a CBID Matching Fund Application. The Event Committee will make recommendations and the board will discuss and vote on approval.	Marschall	6 min
3.2 BlendFest on the Coast Funding & Matching Fund Applications The Paso Robles Wine Country Alliance has submitted a funding application to assist with the costs of the 2022 BlendFest event. The event qualifies for submission of a CBID Matching Fund Application because it is supported by multiple regions. The Event Committee will make recommendations and the board will discuss and vote on approval.	Marschall	6 min
4. Information Items/Presentations		
4.1 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.	Blanchfield	8 min

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| 4.2 CBID Update
Local Update – July 2021 | Cuming | 2 min |
| 4.3 CBID Presentation
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. An update on access to Hearst Castle will be included. | Cuming | 8 min |
| 4.4 Cambria Chamber of Commerce Update
Mary Ann Carson retired and Lorie Schwenk is the new Executive Director of the Chamber. The Board will welcome her; and she will update the board on any pertinent Chamber matters. | Schwenk | 6 min |
| 4.5 Budget Reports – May 2021
Revenue and Expenses
Budget vs. Actual
Marketing Budget Expenditures
Grant Funding Detail | | |
| 4.6 Committee Meeting Minutes
Marketing Committee Meeting Minutes – June 8, 2021
Event and Outreach Committees Meeting Minutes – July 6, 2021 | | |

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.
- 8.2 Event & Outreach Committees Meeting**
1st Tuesday of each month – 11:30 a.m.
- 8.3 Marketing Committee Meeting**
2nd Tuesday of each month – 11:30 a.m.
- 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