



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
September 14, 2021

Time: 1:00 p.m. – 1:40 p.m.

Location: Video Conference Call

Instructions: To Join Meeting Click:

<https://us02web.zoom.us/j/86169245972?pwd=cjZ3S3NyTnZ0YjluRFBGVjh2VzVSdz09>

Meeting ID: **861 6924 5972**

Passcode: **399401**

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 – July 13, 2021	Pacheco	2 min
3. Discussion & Action Items		
3.1 Art & Wine Festival Funding & Matching Fund Applications The Cambria Chamber of Commerce has submitted a funding application to assist with the costs of the 2022 Art & Wine Festival 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 Domain Purchase A new domain has become available for purchase. The Marketing Committee will make a recommendation and the board will discuss and vote on approval.	Cartwright	5 min
3.3 Eroica California Cancellation The board will discuss the recent cancellation of Eroica, the new dates for 2022, and any needed preparation or action. If needed, the board will vote on items regarding this matter.	Marschall	5 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

4.2 **CBID Update**

Local Update – September 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.

Cuming 6 min

4.4 **Cambria Chamber of Commerce Update**

Lorienne Schwenk will update the board on any pertinent Chamber matters.

Schwenk 4 min

4.5 **Budget Reports**

Fiscal Year Ended June 30, 2021:

Budget vs. Actual

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

Revenue Comparison FYE 2015-2021

Month Ended July 31, 2021:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

4.6 **Committee Meeting Minutes**

Event and Outreach Committees Meeting Minutes – July 6, 2021

Marketing Committee Meeting Minutes – July 13, 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