



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

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:03 p.m.

Members Present

Greg Pacheco
George Marschall
Karen Cartwright
Jim Bahringer

CBID

CAO Cheryl Cuming

Guests

Jessica Blanchfield, Archer & Hound
Jim Rogers, Country Coast Bike
Jennifer Bravo, PRWCA
Lorienne Schwenk, Cambria Chamber
Jill Jackson, CTB MA

Absent: Amber Martin

2. Consent Agenda Items

Board Meeting Minutes – June 8, 2021

George Marschall moved, and Jim Bahringer seconded to approve the meeting minutes of June 8, 2021, as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Country Coast Classic Funding & Matching Fund Applications

Greg shared that the Country Coast Classic organization submitted a funding application and asked if George could inform the board about it. George said that the amount requested is \$1,740. He asked Jill if a Matching Fund application would be submitted too, and she confirmed. It was enclosed with the board packet. George asked Jim Rogers if he would like to tell the board about his event. Jim said yes and began, this year is going to be our 20th annual charity bike ride. It was started in 2001. We did not do the event last year because the pandemic, or it would have been our 20th year. In 2019 we provided over \$25,000 in grant funding for various youth activities here in Cambria and San Simeon. We hope to do that again this year. In past years, the event was held in late June, but because of the pandemic we decided that we would move it out to November, to give a little bit more time for people to get vaccinated. In 2019 we had 140 riders; it is not a huge event. 93 of them came from outside the county. Friday night is the sign-in, we use the Catholic Church Hall for that. Everybody is already registered for the event through Active, but they still have to sign waivers and get a wristband. They come in Friday night and stay over, the event includes a barbecue, pub, and live music Saturday. It goes to very late and many of the people end up staying Saturday night as well. The spouses and guests spend Saturday and Sunday shopping in town. Jim said that he submitted the application to see if the CTB could help this year with some advertising and promotional expense. He continued, we print large 11x14 posters that

get distributed to bike shops all over the state. We also would like to do advertising through Facebook and Instagram. The biggest opportunity is a magazine called Cycle California, it is a free magazine that gets distributed to all the bike shops in California. We'd like to run an ad in there. I asked frugally for two months of third page ads for \$1,140 and six hundred for the other items listed, brings the total to \$1,740. Jim confirmed that this amount would qualify the CTB for platinum level. We will put your logo on our website and all our printed material. The logo on the website will be linked to your website as we do with all sponsors. He asked if the board had any questions. George asked Jill to confirm the available budget. She confirmed that the CTB is now in the next fiscal year budget, so a total of \$30,000 is allotted for event funding. George said that it fits within all of the guidelines. Greg said that we need to a motion whether to support this or not. Cheryl said that she had a question on the criteria for the matching fund, if it is to grow a current event, it's actually projected to be the same as 2019. Jill said that both growth of event and multi-regional basis was used for matching fund application. It was discussed in the Event Committee meeting. Jim confirmed that he estimated the same amount of room nights but feels it will grow with the additional advertising. It is multi-regional because of San Simeon's inclusion. Jessica said she believed they could help grow the event through Cycle Central Coast and reach a new audience as well as the current participants. Cheryl recommended including that the event has moved to November and submitting the committee minutes with the matching fund application. Jessica continued, Jim maybe we can work with you for a free entry? There are some cyclist influencers that we could reach out to and get them to promote the event as well. She also suggested doing something with Cambria Bikes even though they are electric. It could be fun if someone did the ride on an electric bike, and a good PR angle. Jim said that they have received sponsorship from Cambria Bikes and they are linked on the website.

Jim Bahringer motioned, and Karen Cartwright seconded to approve the Country Coast Classic Funding Application in the amount of \$1,740 from Event Committee budget funds; and submission of a CBID Matching Fund Application in the amount of \$870 on the basis that the event is working to grow attendance and is a Highway 1 multi-region event that includes San Simeon. Motion carried unanimously.

3.2 *BlendFest on the Coast Funding & Matching Fund Applications*

Greg said that the board would move on to the second application for BlendFest. George said, we are probably all kind of familiar with this and asked Jennifer Bravo if she would like to share event information with the board. Jennifer shared that she had a great photo slideshow she wanted to share. It included professional photography from the last event. However, due to technical issues she cannot. Jennifer introduced herself and said I am the marketing manager for the Paso Robles Wine Country Alliance. Thank you so much for having us on the agenda today. She shared that they hope to hold the 6th annual BlendFest on the Coast event. Jennifer said, we are proposing the dates of Thursday, February 24th through February 27th. She said, I believe you all have a recap of how successful the fifth year was in 2020. We grew the event significantly and expanded the available activities to include a third winemaker dinner as well as new Coastal Excursion adventure tours. All three dinners sold out. She said that she is brainstorming some other unique things to add, like the Clydesdale Ranch. We did a Saturday wine blending seminar course at the Cavalier which also sold-out event. The grand tasting we had at Ocean Point Ranch, which was spectacular. She said, I was really happy how it turned out. We have had this event in a couple of different locations but last year decided we are going to be doing something on the coast. We had over 40 wineries that participated. We would like to increase the tickets available for the main event for the 2022

event and thereby increase heads in beds. On Sunday we encourage attendees to check out the Paso Robles wineries. Jennifer said I think it is a great partnership with you guys on the coast, you have such amazing assets and with Paso Robles wine, we really hope that we can continue it in 2022. We did ask for slightly more marketing dollars. Our marketing includes hard paid advertising as well as partnerships through radio. We have a large email list and really robust social media. Our website sees over 200,000 visits per month, so we definitely get the word out. Jennifer confirmed that last year they sold an estimated 630 tickets and hope to expand that to 700 this year. She said that the winemaker dinners are about \$100, the VIP is \$75 and general admission is \$45 to \$55. Cheryl confirmed that Sam Simeon already approved \$10,000 and did submit for \$2,500 in matching funds. Jill confirmed that the CTB has funded the event all 5 years it has taken place. Jennifer verified that \$5,000 of marketing is for digital display or geotargeting ads. Additional funds will go to Facebook and Instagram, as well as other partnerships they have formed and work with to promote it. George said that the Event Committee's recommendation is to fund it and he made a motion. Jennifer thanked the board for their time.

George Marschall motioned, and Jim Bahringer seconded to approve the BlendFest Funding Application in the amount of \$10,000 from Event Committee budget funds; and submission of a CBID Matching Fund Application in the amount of \$2,500 on the basis that the event is working to grow attendance and is a Highway 1 multi-region event. Motion carried unanimously.

4. Information Items/Presentations

4.1 Marketing Committee Report

Jessica Blanchfield gave the report, she said, we just concluded our marketing meeting so I will give you some highlights and then if you want me to go into more detail I will. She said that she was happy to report that they ended last fiscal year budget a little bit less than \$3,000 under. We are working on our new fiscal year budget and some of those efforts are already underway. We are refreshing the Cambria brand a bit and we shared that with the marketing committee and got approval to move forward. She said, I will be excited to share that once everything is live. It will be a small refresh that includes updated fonts and colors. Other new things that are happening: Madeline's on Moonstone, we have new assets there if you guys need any. There is also a new custom picnic experience that is available in Cambria. There is a company that sets up an entire picnic experience with tents, cakes, cheese, and wine. They drop a pin to let folks know where they can find the picnic. It is a complete custom experience. We have assets for that too and they will all be available through our constituent page on the website. We will upload all of those images and assets. We're working on Co-op opportunities through CBID those will hit November through March. We are continuing our relationship with Certified Folder and will have Cambria rack cards in various visitors' centers within the state of California. Lastly one of the things that we discussed was a potential birthday itinerary. One of the things that we are going to start promoting is visiting Cambria for your birthday. We are creating custom itineraries. We would like to know if any properties have birthday specials, we can promote with this and post on the webpage. Jessica reviewed the marketing committee slideshow presentation with the board at Jim's request. Greg said that the website updates looked good and thanked Jessica.

4.2 CBID Update

Local Update – July 2021

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

4.3 CBID Presentation

Cheryl gave the update on Hearst Castle, It appears that there are 27 culverts and drains on the hill that need repairing. It will be a minimum of 6 to 9 months. Solterra found that Air BnB is offering reservations for personalized virtual Hearst Castle Tours for groups of ten people that are 75 minutes long. Jim Allen confirmed all of this for her this morning. She said that she is sorry to share the bad news. Cheryl said that she is happy that both Avila and San Simeon have renewed their partnerships with Cycle Central Coast. She is not sure about Cayucos yet, but will connect them with Jessica. Cheryl said that Hilary and the Bid Bunch continue to get great media coverage not only for Highway One Discovery Route, but also Cambria, including coverage in Sunset, Coastal Living and Forbes Magazines. Cheryl said that one new opportunity, she met someone new, Linette and she runs Farmstead Ed connected to demos, it is really about bringing AG Tourism to the DMOs. June numbers were super. She could not find a month better in the CBIDs history. The CBID marketing plan was presented at the All-Agency meeting. Cambria is participating in the LFA Imperatives including SEM, and Co-ops that include matching fund programs. Greg asked if there was a cap on funds, Cheryl said it is currently listed at \$25,000, but that may change, depending on the success of the program. They continue to fund SEM at \$16,000 per month and fund photos and video assets. Cheryl confirmed that it is LFA specific for most imperatives, but some split funds between the LFA and Highway One. The co-op will match funds dollar for dollar.

4.4 Cambria Chamber of Commerce Update

Greg introduced Lorraine Schwenk, the new Executive Director of the Cambria Chamber of Commerce. Lorraine shared that the Chamber is currently working on Pinedorado, the Chili Cook Off and Car Show event coming up on October 16, and then the Art & Wine Festival next January. It is a good time to get started. Greg welcomed her, thanked her for the update, and stated that the CTB looks forward to working with her.

4.5 Budget Reports – May 2021

Revenue and Expenses

Budget vs Actual

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 – June 8, 2021

Event and Outreach Committees Meeting Minutes – July 6, 2021

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

5. Public Comment

Time was offered, but no one had comment.

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 1:59 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant