



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
Zoom Video Meeting
September 14, 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

CBID

CAO Cheryl Cuming

Guests

Kylie Insko, Archer & Hound
Lorienne Schwenk, Cambria Chamber
Jill Jackson, CTB MA

Absent: Amber Martin

2. Consent Agenda Items

Board Meeting Minutes – July 13, 2021

George Marschall moved, and Jim Bahringer seconded to approve the meeting minutes of July 13, 2021, as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Art & Wine Festival Funding & Matching Fund Applications

George Marschall said that the Chamber submitted a funding application for the 2022 Art & Wine Festival in the amount of \$8,500. He asked Lorienne Schwenk if she would like to share anything about the application. Lorienne said, we are busy planning and it is very exciting to be part of planning something that feels like a return to normal and yet we also understand that we are probably going to have to do some creative and careful planning. We will probably be requiring proof of vaccination or proof of a recent negative test. We may do some different things with seating. We are getting plenty of sponsors and vendors. Wineries and artists. People are very excited to do this and it is an exciting event. I remember from working at the hotels that rooms would fill up for that usually quiet January weekend. I love thinking that we will be bringing people here for such a wonderful event. She asked the board if there was anything else she could answer for them. She confirmed that the total budget was still planned to be \$14,000, there could be small increases, such as paper costs. George asked if San Simeon is involved in the event, and she said no. George said it would be nice to see the event get back up and running. They are using all of the funds towards marketing which meets with our standards. It was discussed by the committee, and it does not appear that there is any basis to apply for matching funds. George asked Jill for the current budget numbers. Jill confirmed that \$8,370 has been approved and is outstanding, the amount remaining in the event committee budget is \$21,630. George said that he supported funding the event. Cheryl asked how the number of room nights was calculated. Lorienne said that she surveyed many

hotels to ask what they felt like the impact of the event was for them and based it on that. She confirmed that about 50 of the 75 reserved tickets and close to 20 of the unreserved seating tickets have sold. George said that he supports it, and the Event Committee recommends funding.

George Marschall motioned, and Jim Bahringer seconded to approve the 2022 Chamber Art & Wine Festival Funding Application in the amount of \$8,500 from Event Committee budget funds. Motion carried unanimously.

3.2 Domain Purchase

Karen explained that the VisitCambria.com domain has become available for purchase, she supports purchasing it, but would like to have Kylie tell the board a little more about it. Kylie explained that someone owned the domain prior, but let it lapse, so now it is available. The cost is \$5,995. Archer & Hound is recommending that the CTB purchase it. It does have several links going to it that should be coming to our website, purchasing would clear this up and any other confusion. The search authority is under the current website, but once we purchase this, we will work on growing the authority of it. It is like an insurance policy because if someone else purchases it traffic will be directed there and that would be a conflict for us. We can attempt to negotiate but have not had much luck with it in the past. We could start by offering \$5,500 or \$5,000. It is a one-time cost, the annual renewal fees of \$20 to \$70 monthly will be included in the marketing budget. Although Archer & Hound is recommending purchasing, we understand that ultimately it is up to the board because of the large cost. Karen said that as the marketing chair, she is in complete agreement. The CA on the end of the website is an issue. Kylie agreed, much less margin for error without the CA. Karen shared that Visit SLO went through an ordeal trying to regain their website. Greg asked how it would work with Google search, sometimes a second domain can hurt you. Kylie said that right now it would just be a redirect to the original website with the CA, until it has a much larger searchability. Karen said that she would hate for it to get in someone else's hands and take away from what we have built. Jim said he thought offering full price may make them raise the price. Cheryl suggested that the CTB move to create a marketing budget contingency fund that Archer & Hound can pay for this from, since there is some urgency. Paying it directly would take much more time and the CTB would have to establish a relationship with Go Daddy in order for the county to pay it. Jill confirmed that the current contingency balance is \$131,000.

Jim Bahringer motioned, and Karen Cartwright seconded to approve funding \$10,000 from general contingency funds to create a Marketing Committee contingency fund from which the \$5,995 for the VisitCambria.com domain may be paid. Motion carried unanimously.

3.3 Eroica California Cancellation

Greg said that he believes all the board members know that Eroica cancelled the event again. He asked if George wanted to address this item. George said that he wishes we could recoup the money. Jim confirmed that they had already spent it. George said that he feels they should receive no more funding until an event is successfully delivered. Cheryl said that Amedeo agreed to that. Jill shared that Jessica already met with him to confirm deliverables leading up to the rescheduled event. Kylie can report further on it.

Kylie shared that Archer & Hound has been working quickly in order to pivot, like they did last year, to turn it into a virtual event. This year we have received more support from Eroica in doing this. They are custom producing T shirts with our logo on it, and they have bottles of wine and posters that we can give to participants when they complete a ride. They

will be promoting it to their email lists too. We will be offering it as soon as we can get it up on the site through October 31st. We have already built all the virtual rides in Strava, as well as Amedeo's provided us an additional cycling app to use that would usually cost \$390. Lorianne has graciously agreed to keep the winner packet items at the Chamber to be picked up as riders complete the route. George said that the new dates are good, and he hopes that we can create accountability and keep the lines of communication open with them. Greg stated that no vote was necessary on this item

4. Information Items/Presentations

4.1 Marketing Committee Report

Kylie Insko gave the report to the board. She said that the marketing report was included in the board packet for everyone, so if it is okay, I can just go over some of the highlights and then show you some of our live site redesign. Our advertising efforts are consistent with months prior. We have been devoting effort to building a new type of digital ad. When we migrated over to the new website our analytics, we are off for about a week. That will be back up on next month's report. The last page covers Cycle Central Coast. We have had some great partnership efforts in the last month. One was with "The Path less Pedaled", he is a huge cycling Youtuber, he cycles all around and promotes different areas and so we were a sponsor of one of his videos that got over 25,000 organic views. We just invited a female influencer, Monaco Busby, and she stayed two nights in each place and rode all four days. We are receiving assets like drone video photography, as well as she is writing a blog.

Kylie continued, let me share my screen, so I can show you the website launch. We did recently add the COVID banner back up because of the county mandates. You can see the Cambria website refresh. We call out some of the most desirable buckets of what people want to see and we have a revamped events schedule because we now have more of those. Our explore page has buckets again, it is so that people can get what they are looking for quickly. It is not new information, just a brand refresh, displaying it in a little bit of a more modern way. We continue building new itineraries about every other month so that we can invite people to do different things on their trip. The blog page got a refresh too, and we have new blogs every other month.

4.2 CBID Update

Local Update – September 2021

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

4.3 CBID Presentation

CBID CAO Cheryl Cuming updated the board about the current campaign and map "Hidden Secrets" along Highway 1. She shared the members page tool kit and reviewed several of the items listed for the board, including the elephant seals, the round circular sculpture at Ragged Point that you can look through and see the gateway to Big Sur, the tree swing at the San Luis lighthouse, the swinging bridge in Arroyo Grande. She said that they also created a downloadable map to get new email addresses from folks. Right now, we have a coastal hiking map available and we are getting 12 new email addresses a day. The second page of the map shares the actual location of the hidden secret through a Google pin and gives you some information about it. It also clicks through to the authority page on Highway 1 Discovery Route. She said that they funded about \$20,000 in co-op with SLO Cal.

4.4 Cambria Chamber of Commerce Update

Lorianne Schwenk updated the board on current Chamber activity. She said the Car Show is October 16th, so they are starting to get everything together for the big push for that. Then the Art and Wine Festival is big on the agenda and also the Christmas Market. She said

that she has spent much of the past month going through every single part of the website, trying to do my own revamp. She said that she is not done with it, but it has been really fun. It has enabled me to reach out and get to know the members. She has also been walking around and going into different businesses and shops and introducing herself. It has been really good and busy.

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

The budget reports 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 2:00 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant