



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

Time: 1:00 p.m. – 1:35 p.m.

Location: Video Conference Call

To Join Meeting Click:

<https://us02web.zoom.us/j/88557871606?pwd=dGdiL1ZqM3VTN29aWnlyQXRtdEJLdz09>

Meeting ID: **885 5787 1606**

Passcode: **063505**

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 – September 14, 2021	Pacheco	2 min
3. Discussion & Action Items		
3.1 Cambria Christmas Market Shuttles Funding Application The Cambria Chamber of Commerce has submitted a funding application to pay for the cost of shuttles to Moonstone Drive for the 2021 Christmas Market. The board will discuss and vote on approval.	Marschall	6 min
3.2 Visit SLO CAL Mural Trail Visit SLO CAL is creating a Mural Trail and has identified Cambria as a place that could benefit from being included. The board will discuss participation, benefit, possible mural location, and funding.	Bahringer	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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| <p>4.2 CBID Update
Local Update – October 2021</p> | <p>Cuming 2 min</p> |
| <p>4.3 CBID Presentation
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.</p> | <p>Cuming 5 min</p> |
| <p>4.4 Cambria Chamber of Commerce Update
Lorienne Schwenk will update the board on any pertinent Chamber matters.</p> | <p>Schwenk 4 min</p> |
| <p>4.5 Budget Reports
<i>Month Ended August 31, 2021:</i>
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail</p> | |
| <p>4.6 Committee Meeting Minutes
Event and Outreach Committees Meeting Minutes – September 14, 2021
Marketing Committee Meeting Minutes – September 14, 2021</p> | |

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