

- FY 2012 2013

Board Renewal: Chair Marjorie Ott confirmed the receipt of board renewal letters expressing ongoing interest in continue to serve on the CBID Board from herself, Shirley Lyon, Matt Masia and John Fairweather. A motion was made by Laila Kollmann, and seconded by Shirley Lyon to approve. With no further discussion, these renewals were approved by a unanimous voice vote of the Advisory Board.

Chair Marjorie Ott also expressed interest in continuing to serve as CBID Board chair. A motion was made by John Fairweather, and seconded by Laila Kollmann, and approved by a unanimous voice vote of the Advisory Board.

Shirley Lyon confirmed her ongoing interest to continue to serve as CBID Vice-Chair. A motion was made by John Fairweather, and seconded by Laila Kollmann, and approved by a unanimous voice vote of the Advisory Board.

Laila Kollmann confirmed her ongoing interest to continue to serve as CBID Secretary. A motion was made by John Fairweather, and seconded by Shirley Lyon, and approved by a unanimous voice vote of the Advisory Board.

Web Cam/Weather Station: CAO Cuming confirmed that only Cambria appears to be interested in placing a web cam and weather station in their community.

- Local Fund Approvals

Vice-Chair Shirley Lyon requested that the application list be edited to show only projects for this fiscal year. CAO Cuming reviewed 4 local fund applications for CBID Board approval:

A motion was made by Shirley, and seconded by Matt Masia to approve \$16,500 for the Cambria Tourism Alliance Trip Advisor renewal. With no further discussion, the \$16,500 was approved by a unanimous voice vote of the Advisory Board.

A motion was made by Laila Kollmann, and seconded by Matt Masia to approve \$7,500 for the San Simeon's contract with Verdin/Riester for phase III of the website. With no further discussion, the \$7,500 was approved by a unanimous voice vote of the Advisory Board.

A motion was made by Matt Masia, and seconded by John Fairweather to approve a not to exceed of \$11,000 for the San Simeon's contract with Info Systems for development of a touch screen kiosk at the Visitor Center. With no further discussion, the \$11,000 was approved by a unanimous voice vote of the Advisory Board.

A motion was made by Matt Masia, and seconded by John Fairweather to approve \$6,450 for the San Simeon Tourism Alliance 90-day Visitor Center recruitment, account management and social media set up with Mental Marketing/TJA. With no further discussion, the \$6,450 was approved by a unanimous voice vote of the Advisory Board.

- CAO Contract Opportunity

Chair Marjorie Ott asked CAO Cuming to describe an opportunity she has been approached with to contract with Civitas Advisors and John Lambeth to provide senior relationship support in forming promotional BIDs in CA. The board did confirm that CAO Cuming felt that this would not create a time concern with her current CBID business, and CAO Cuming reassured the board