



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
May 12, 2015

1. Call to Order

Members Present

Bram Winter
Pragna Patel-Mueller
Linda Finley
Jim Bahringer

CBID

Cheryl Cuming
Marjorie Ott

Guests

Di Strachan

2. Consent Agenda Items

Jim Bahringer moved and Linda Finley seconded we approve the regular Board meeting minutes of April 14, 2015 as presented. Motion carried 3 in favor. Pragna Patel-Mueller was not present at this point in the meeting. Jim had several items in the agenda about which he would like to receive additional information. He asked for an explanation of Urban Buddy which Cheryl Cuming explained is a service that connects visitors to locals providing a way to receive some of the local flavor of the community. He agreed that building on BlendFest was positive future planning. He encouraged follow through for working with Hearst Castle as we go forward. He remarked that when the board members were asked how many used Facebook none of them responded in the affirmative. He asked if having a Board Retreat would be a violation of the Brown Act and Cheryl responded that as long as it was made a public meeting and was posted according to the Brown Act, it was permitted. Jim also expressed support for the idea of furthering International reach in our marketing and thought we should look at putting foreign languages on our website. He also suggested a more aggressive approach to recruiting board members since the board terms are so brief. He recommended that the 24 month marketing plan be in great detail so that when doing an RFP we have detail to provide to the applicants. He also felt that the 2nd year plan should be the property of the CTB as the basis for an RFP. He asked to understand the difference between a click and branded impressions, which explanation he received.

3. Discussion & Action Items

3.1 Arthritis Foundation Bike Ride Event – Sponsorship

Bram asked if the sponsorship ideas had been put before a committee with a recommendation for the board. Though it had come to the Event Committee, these sponsorships were not fully covered in the prior decision to approve a grant. This is new information and it was decided to send it to the Marketing Committee who is working with cycling events to help promote Cycle Central Coast. It was tabled until the committee has a chance to review it and come back with a recommendation.

3.2 Selection of New Board Member

Two applications were received: Michelle Latham the General Manager of 9 Iron Inn and Linda Ennen, the owner of J. Patrick House. Michelle was present at the meeting and spoke briefly about herself and her interest in the Tourism Board and helping to build tourism business in the community. Linda Ennen was discussed as a new lodging owner in the community who has just recently relocated and it was agreed that it might be best to bring her in for the next open seat and in the meantime invite her to participate at a committee level. Julia will write her a note to that effect. Jim Bahringer moved and Linda Finley seconded that we accept the application of Michelle Latham for board membership. She has presented the application along with the Designated Representative form signed by her lodging owner. Motion carried unanimously.