



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
May 10, 2016

1. Call to Order

The meeting was called to order by Board Chair Jim Bahringer at 11:30 am.

Members Present

Jim Bahringer
Linda Finley
Tim Hayden

CBID

Laila Kollmann, Vice Chair
Cheryl Cuming, CAO
Bram Winter
Matt Masia

Guests

Linda Sanpei, Cow Parade
Maria Stolo, Stolo Vineyards
Paul Stolo, Stolo Vineyards
Taylor Hilden, Scarecrow Festival
James Davison, Pacifica Area Manager
Maureen Hubbell, Olallieberry Inn
Vari Mac Neil, Beautify Cambria
Jessica Blanchfield, Archer & Hound
Di Strachan, Stewardship Travel
Marjorie Ott

2. Consent Agenda Items

Regular Board meeting minutes – April 19, 2016

Tim Hayden moved and Jim Bahringer seconded to approve the regular board meeting minutes of April 19, 2016 as presented. Motion carried unanimously.

3. Discussion & Action Items

3.1 Board Member Intent to Remain

Jim Bahringer submitted a letter to the board of supervisors stating his intent to serve an additional two year term. Jim was approved previously by the CTB as Chair, but his additional two year term needs to be officially approved and recorded.

Linda Finley moved and Tim Hayden seconded to renew Jim Bahringer for a two year term through January 31, 2018. Motion carried unanimously.

3.2 Selection of New Board Member

The board members reviewed and discussed Karen Maraschiello's application for the vacant board seat left by Michelle Latham's resignation. CAO Cuming reminded the board that a designated rep letter would need to be submitted with her application and minutes by the following Wednesday.

Linda Finley moved and Jim Bahringer seconded to approve Karen Maraschiello to fill the board seat term through January 31, 2019. Motion carried unanimously.

3.3 BlendFest 2017 Dates

CAO Cuming explained that the Paso Wine Alliance has requested input from the board regarding the dates for the 2017 BlendFest event. The board agreed that February 10-12 is already very busy due to Valentine's Day.

The board unanimously agreed that the best dates for BlendFest would be February 3-5, 2017.

3.4 Cow Parade Funding

The CBID has turned down a second request for funding of a third cow for the Cow Parade. Jim Bahringer stated that the board continues to believe in the value of participating in the event as much as possible. He continues to try to get properties and businesses involved. Jim suggested the board approve funding \$6,000 for the third cow from surplus funds in the Marketing Committee Budget for Partnerships. He also stated that by sponsoring three cows, one cow would be permanently kept in Cambria and this will continue to draw visitors for years after the event.

Linda Sanpei from Cow Parade SLO gave information on the tourism value of the Parade. In a remote venue (similar to Cambria) the visitor increase seen was over 300,000.

CBID members Bram Winter and Laila Kollman explained their denial of funding. Bram said he did not believe that the cost was a good value and there is no additional value to three over two cows for increasing "heads in beds". Laila requested that an "out of area" marketing plan, including commitments from the lodging properties who will participate, be submitted with any additional request for funding. The board asked that Linda Sanpei submit a plan and CAO Cuming reminded her that it would be needed by the following Wednesday.

Jim Bahringer stated that he was uncomfortable with four members of the CBID discussing the issue. He explained that even though the four members present do not represent a majority or quorum, they are discussing their views, in the presence of each other, on an item that the CBID will be voting on.

Tim Hayden moved and Linda Finley seconded to approve funding of the third cow for the Cow Parade in the amount of \$6,000 from Marketing Committee Budget Partnership funds. Motion carried unanimously.

3.5 Selection of a Vice-Chair

Linda Finley was nominated for the position of Vice-Chair and accepted.

Jim Bahringer moved and Tim Hayden seconded to approve Linda Finley as Vice-Chair of the Cambria Tourism Board. Motion carried unanimously.

3.6 Managing Assistant Contract Renewal

The CTB Managing Assistant's contract is up for renewal effective June 30, 2016. The board agreed they are very happy with her services and would like to renew the contract for an additional two year term.

Tim Hayden moved and Linda Finley seconded to approve renewal of Jill Jackson's Managing Assistant contract through June 30, 2018 for \$42,000 annually and the terms stipulated in contract. Motion carried unanimously.

4. Information Items/Presentations

4.1 Cow Parade Update and Presentation

Linda Sanpei was present and gave information during the Cow Parade funding discussion, but left early.

4.2 Stewardship Travel Program Update

Linda Finley reported that the Stewardship Workshop will take place this Thursday, May 12. The documents and slide show were shared in the board packet. Linda introduced Di Strachan who handed out a new document she prepared for the CBID, "Wildlife Viewing Tips". The CTB may use this in its Stewardship Travel material. The Stewardship Travel Program won another award, the Tourism Environmental Award.

4.3 Beautify Cambria Update

Vari Mac Neil, President of Beautify Cambria, reported on the success of the first Bee Faire event. There was great attendance from both out of area and local people. Beautify hopes to make it an annual event and a Stewardship Travel activity. Vari reported that the cigarette tube "cladding" cost

quotes were too high and they will be looking for someone else to do it. Beautify is also interested in restoring the sidewalks and Vari will bring photos of designs to the next Outreach Committee meeting.

4.4 Archer & Hound Marketing Report

Jessica Blanchfield reviewed the Recap and Shoulder Season reports that were included in the board packet. All of the Shoulder Season campaigns outperformed anticipated results. She also reported on the success of the Forbes and Cycle Central Coast FAM tours.

4.5 CBID Update

Local Update – April 2016

2014/2015 year over year Cambria TOT was up 6.6%.

CBID Financial Report for Cambria

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

4.6 CBID Presentations

CAO Cheryl Cuming updated the board on CBID activity and reviewed the Local Fund Summary report numbers and answered questions. New Highway 1 Discovery Maps will be available by July.

4.7 Cambria Chamber of Commerce

Mary Ann Carson of the Cambria Chamber of Commerce was not present so there was no report.

5. Public Comment

There were no public comments.

6. Future Agenda Items/New Business

There were no future agenda or new business items discussed.

7. Adjournment

There being no further business, the meeting was adjourned by Chair Jim Bahringer at 1:15 pm.

Respectfully submitted,

Jill Jackson
Managing Assistant