

Cambria Tourism Board (CTB)

Cambria Local Fund Advisory Board Minutes

December 20, 2011 – Cambria Pines Lodge, Cambria

Board Members Present

Pragna Patel-Mueller
Ken Cooper
Sean Wilkinson
Lesliann Godfrey

CBID

Marjorie Ott, CBID Chair
Cheryl Cuming, CAO

Others Present

Victoria Moreno
Nancy McKarney
Gloria Ardis
Nancy Carr

Absent

Bram Winter (excused)
Tano Taitano (no longer on the Board due to change in constituency status)

Guests

Judith Cohen, FreshBuzz

Call to Order by Pragna at 3:34pm

Public Comment

- 2.1 2.1.1 Nancy McKarney asked why the CTB is no longer using email notification for all interested in the CTB agenda and meeting announcements. Pragna noted that the CTB is not required to notify via email and specifics can be found on the members site. It was agreed that this can be addressed as a future agenda item.

Consent Items

- 3.1 Approval of Minutes:** Meeting minutes were presented for the meeting November 8, 2011.
Motion to approve: Sean Wilkinson; 2nd by Lesliann Godfrey. Approved unanimously.

Information Items

4.1 CBID report by Cheryl Cuming

- 4.1.1 Cheryl noted that the Shoulder Season promotion was launched on 12/5 and WCC.com visits have already increased 42%, with Lodging Page Views increasing to 19.75% of total page views.
4.1.2 TOT as reported in October for September is up 36%, with YTD TOT up 10.6% and July – September TOT up 13.5%. Current month and YTD stats for the State 9.1% and 11/3%, SLO/PR 2.5% and 7.6%, SB County 5% and 8.4 % and Monterey County at 13% and 3.3% respectively.
4.1.3 It was noted that the VAC just completed a logo contest for \$500 and got 36 entries, and the VAC also approved \$4,999 for the Sea Glass Festival.

4.2 Financial Report by Cheryl Cuming

4.2.1 The available funds total \$382,165.99, and the Funds After Anticipated Applications totals \$278,630.99.

Committee Reports

5.1 Outreach Committee Report by Lesliann Godfrey

5.1.1 Lesli confirmed that the CTB will vote on both surveys and the outreach committee will proceed if approved.

5.1.2 Lesli noted that outreach was looking in to banners on Main Street. Marjorie Ott said the Chamber had received monies to place brackets on the light posts.

5.2 Events Committee Report by Ken Cooper (in Bram's absence)

5.2.1 Ken noted that the committee had requested revisions to the Scarecrow application, and upon receipt of the updated application, it will be determined if this will be presented to the Board in January.

5.2.2 Holiday ideas are being explored, including a Christmas Market.

5.3 Marketing Committee Report by Sean Wilkinson

5.3.1 Sean confirmed that the sole focus of the committee has been the logo development and that the committee had met 3 times since the last CTB meeting.

5.3.2 Rademaker Design provided 4 logo concepts, and the committee has narrowed down to 1 design, which was provided to the Board.

5.3.3 Once the logo revision process is complete, a final logo design will be provided to the Board.

Cheryl asked if the CTB would like to add the Chamber to the committee reports and the Board agreed.

Discussion and Action Items

6.1 Local Fund Reception/Mixer

6.1.1 Pragna reported that San Simeon, Cayucos and Cambria were all represented at the 12/7 mixer. All agreed it was a great start with lots of positive feedback.

6.2 Outreach Survey Approvals

6.2.1 Lesli and Victoria provided the Board with the CAT Crawl and Thursday night business surveys. It was noted that question #6 should be provided in alpha order. Motion to approve: Sean Wilkinson; 2nd by Ken Cooper. Approved unanimously.

6.3 Vacant Board Seat Applications

6.3.1 Pragna noted that the application being considered will fill the vacancy created by the departure of Joe Dominquez.

6.3.2 Pragna confirmed that the vacancy recently created by Tano Taitano must be processed through the County to note that the seat is open. This vacancy will be addressed in the January CTB meeting.

6.3.3 Cheryl noted that the applications being considered include Jim Allen, Victoria Moreno, Barbara Gray, Paul McDonnell and Jeffery Hentger.

6.3.4 Ken Cooper shared his support of Victoria Moreno, noting that she is "very involved, socially aware and imaginative".

6.3.5 Pragna called for a vote, and Victoria Moreno was selected by the majority.

6.3.6 Cheryl confirmed that she will contact the other applicants to confirm their interest in participating in the board applications process to fill the seat left vacant due to Tano's departure.

6.4 Ken Cooper's Attendance Status

6.4.1 Pragna noted that the approved By Laws state that any Board member can have 3 unexcused and 25% excused absences within 12 months. Currently Ken Cooper has 2 unexcused and 30% excused from February 2, 2011 through December 20, 2011.

6.4.2 Ken reiterated his interest in continuing to serve, and stated that he clearly understands the absence policy as noted in the By Laws.

Future Agenda Items/New Business

7.1 It was requested that Meeting Notification be added.

8.0 Closed Session – Managing Assistant

8.1.1 The closed session regarding the Managing Assistant was called, and Co-Chair Pragna asked for Marjorie Ott and Cheryl Cuming to remain.

Motion to approve: Ken Cooper; 2nd by Lesliann Godfrey. Approved unanimously.

8.0 Closing Comments

8.1.1 Nancy Carr asked the Board to reconsider having anyone on the CTB who doesn't have a business in Cambria.

Adjournment: Pragna adjourned the CTB at 4:45pm.