



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
October 10, 2023

Time: **1:00 p.m. – 2:15 p.m.**

Location: **Sea Chest Restaurant**
6216 Moonstone Beach Drive

	<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 – August 8, 2023	Pacheco	1 min
3. Public Comment Please limit to 3 minutes per speaker	Pacheco	6 min
4. Presentation 4.1 Chumash Heritage National Marine Sanctuary Michele Roest, with the Monterey Bay National Marine Sanctuary, will give a presentation on the proposed Chumash Heritage National Marine Sanctuary.	Roest	10 min
5. Discussion & Action Items 5.1 BlendFest on the Coast Funding Application The Paso Robles Wine Country Alliance has submitted a funding application to assist with the costs of the 2024 BlendFest event. The Event Committee will give a recommendation and the board will discuss and vote on approval.	Marschall	6 min
5.2 CTB Bylaw Member and Officer Terms The Board will review the member and officer terms defined in the current CTB Bylaws; and discuss and vote on any action needed.	Pacheco	8 min
5.3 Christmas Market Shuttle to Moonstone Drive The Board will discuss the funding application outcome for 2023, discuss a plan for 2024; and vote on any action needed.	Pacheco	6 min

5.4 Short-Term Rental Workforce Housing Study The Board will review and discuss the report.	Pacheco	6 min
5.5 Next Board Meeting The Board will discuss date and location for the next Cambria Tourism Board meeting.	Pacheco	3 min
6. Information Items/Presentations		
6.1 Marketing Committee Report Jessica Blanchfield will give an activity report to the board, including a special presentation on the completed summer marketing campaign.	Blanchfield	15 min
6.2 CBID Update Local Update – October 2023	Cuming	2 min
6.3 CBID Presentation CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.	Cuming	10 min
6.4 Budget Reports Months Ended July 31, and August 31, 2023: <i>Revenue and Expenses</i> <i>Marketing Budget Expenditures</i> <i>Grant Funding Detail</i>		
7. Future Agenda Items/New Business		
8. Adjournment		
9. Informational		
8.1 Cambria Tourism Board Meeting 2nd Tuesday of each month – 1:00 p.m.		
8.2 Outreach Committee Meeting 1st Tuesday of each month - TBA		
8.3 Marketing and Event Committees 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 – 12:00 p.m. at Cambria Pines Lodge		