



**CTB Event and Marketing Committees  
Meeting Agenda  
December 12, 2023**

Time: **11:30 a.m. – 12:30 p.m.**

Location: **Cambria Pines Lodge  
Treetop Room**

**Call to Order**

**Discussion**

***Event Committee***

- Follow Up Reports
  - *Arthritis Foundation California Coast Classic Bike Tour*
- Eroica California 2023 Event Update

***Marketing Committee***

- Event Updates:
  - *Blend Fest 2024*
  - *Scarecrow Festival 2023*
- Weddings in Cambria
  - *October – November: 20 requests*
  - *2,106 estimated number of guests*
- Summer Campaign
  - *21 confirmed visits attributed to programmatic advertising (Oct – Nov)*
  - *11 confirmed visits (July – Sept)*
- CBID Marketing Update
- Visit SLO Cal Marketing Update

**Meeting Adjournment**