



CAMBRIA TOURISM BOARD (CTB)
 (Cambria Local Fund Advisory Board)
Board Meeting Agenda
 February 13, 2024

Time: **1:00 p.m. – 2:00 p.m.**

Location: **Cambria Pines Lodge
 Treetop Room**

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	3 min
2. Consent Agenda Items Board Meeting Minutes – December 12, 2023	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker	Pacheco	6 min
4. Discussion & Action Items		
4.1 Board Member Intent to Renew George Marschall’s term renewal date is January 31, 2024. He has submitted a letter of intent to renew for an additional term. The Board will receive his letter, discuss, and vote on approval.	Pacheco	5 min
4.2 Arthritis Foundation’s Bike Tour Event Funding Application The Arthritis Foundation has submitted a funding application to help pay for the 21 st Annual California Coast Classic Bike Tour event. The Board will discuss and vote on approval.	Marschall	6 min
4.3 Christmas Market Shuttle The Board will discuss the 2024 Christmas Market Shuttle funding and vote on any action deemed necessary.	Pacheco	6 min
4.4 Highway 1 Reopening The Board will discuss the reopening of Highway 1 and vote on any action deemed necessary.	Pacheco	6 min

5. Information Items/Presentations

5.1 **Scarecrow Festival 2023 Follow-up Report**

The Scarecrow Festival will make a presentation to share results and the follow-up report from the 2023 event.

Marschall 6 min

5.2 **Marketing Committee Report**

Jessica Blanchfield will report marketing progress and statistics since the last board meeting, including a review of the Monthly Activity Report.

Blanchfield 10 min

5.3 **CBID Updates**

Local Fund Summary – February 2024
Mid-Year Roll Up Report – December 2023

Cuming 2 min

5.4 **CBID Presentation**

CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

Cuming 8 min

5.5 **Budget Reports**

Month Ended December 31, 2023:
Revenue and Expenses
Budget vs Actual
Marketing Budget Expenditures
Grant Funding Detail

5.6 **Committee Meeting Minutes and Reports**

Event and Marketing Committees Meeting Minutes – December 12, 2023
Outreach Committee Meeting Minutes – December 12, 2023

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 **Cambria Tourism Board Meeting**

2nd Tuesday of each month – 1:00 p.m. at Cambria Pines Lodge

8.2 **Marketing Committee Meeting**

2nd Tuesday of each month – 11:30 a.m. at Cambria Pines Lodge

8.3 **Deadline for Agenda Items to be sent to the Managing Assistant**

3rd Friday of the month preceding meeting date

8.4 **CBID Board Meeting**

4th Wednesday of each month – 12:00 p.m. at Cambria Pines Lodge