



**CTB Marketing Committee
Meeting Agenda**
March 19, 2024

Time: 11:30 a.m. – 12:30 p.m.

Location: Cambria Pines Lodge - Treetop Room

Call to Order

Discussion Items

- > **2023-2024 Budget**
 - Pole Banners
 - App build out
 - Link to website
 - Cambria Concierge
 - Response incentive - contest offer
 - Build out
 - Instant email
 - Surveys
 - Links
- > **2024-2025 Budget (April CTB Meeting)**
 - Footfall
 - aRes content transferred to VisitCambria
- > **Thrift/Consignment Stores on VisitCambria**

Informational Items

- > **CTB February Activity Report**
- > **Event Updates**
 - Future
 - Arthritis Foundation CCC Rider Contest
 - Open Studios Art Tour
 - 2024 Scarecrow Festival Funding Application to Board
 - Follow-up
 - BlendFest
 - Art & Wine Festival
- > **Cambria Concierge**
 - Venues
 - Specialty services
 - Constituent Outreach
- > **Monarch Panel**
- > **Influencer Visits**
- > **CBID Marketing Update**
- > **Visit SLO Cal Marketing Update**

Meeting Adjournment