



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
March 19, 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	2 min
2. Consent Agenda Items Board Meeting Minutes – February 13, 2024	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker	Pacheco	6 min
4. Discussion & Action Items		
4.1 TRPR Sponsorship Funding Application The Beautify Cambria Association has submitted a funding application to pay for sponsorship of two TRPRs for 2024. The Board will discuss and vote on approval.	Pacheco	6 min
4.2 Cambria Scarecrow Festival 2024 Funding Application The Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2024 event. The Event Committee will make a recommendation and 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 estimate and funding application submission; and vote on any action necessary.	Pacheco	6 min
5. Information Items/Presentations		
5.1 Cambria Chamber of Commerce Update Lorienne Schwenk will give an update to the board on any pertinent Chamber matters, including the Art & Wine Festival Follow-up Report.	Schwenk	6 min

5.2 Marketing Committee Report Blanchfield 14 min
This is a standing agenda item for discussion of marketing progress and statistics since the last board meeting. Jessica Blanchfield will give the monthly presentation to the board.

5.3 CBID Reports Cuming 4 min
Local Fund Summary – March 2024
Tourism Trends 2024

5.4 CBID Presentation Cuming 8 min
CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

5.5 Committee Meeting Minutes and Reports
Marketing Committee Meeting Minutes – February 13, 2024
Event Committee Funding Follow-up Report – 2024 Art & Wine Festival

5.6 Budget Reports
Month Ended January 31, 2024:
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail

6. Future Agenda Items/New Business
2024-2025 Budget

7. Adjournment

8. Informational

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

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

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