



CTB Marketing Committee

Meeting Minutes

Cambria Pines Lodge

Treetop Room

April 9, 2024

Time: 11:30 a.m. – 12:30 p.m.

Location: Cambria Pines Lodge – Treetop Room

Call to Order

Discussion Items

- > **Current Projects (2023-2024 Budget)**
 - *App build-out w/feed to website*
 - *Lodging build-out on website*
 - *Cambria Concierge*
 - Response incentive - contest offer
 - Build-out
 - Instant email
 - Surveys
 - Links
 - *Asset gathering 4/16 – 4/18*
 - *Influencer Visits*
 - CCC (3)
 - San Simeon partnership
- > **2024-2025 Budget**
 - *Footfall*
 - *aRes*
 - *Pole Banners*
- > **Thrift/Consignment Stores on Visit Cambria**

Informational Items

- > **CTB March Activity Report**
- > **Event Updates**
 - *Future*
 - Arthritis Foundation CCC Rider Contest
 - Open Studios Art Tour
 - 2024 Scarecrow Festival
 - *Follow-up*
 - BlendFest
 - Art & Wine Festival
- > **Monarch Panel**
- > **CBID Marketing Update**
- > **Visit SLO Cal Marketing Update**

Meeting Adjournment