



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)**

Marketing Committee

Meeting Minutes

February 11, 2025

Call to Order

The meeting was called to order at 11:42 a.m. In attendance: Karen Cartwright, Jessica Blanchfield, Cheryl Cuming, Tommy Calhoun, Audrey Arellano, and Jill Jackson.

Discussion Items

> ***General Updates***

▪ ***Report Highlights***

Jessica reviewed the report. She said that the numbers stay consistent, not alarmingly up or down. There was a slight increase in website traffic month over month, looking at January and December. Most users are new, so it does appear to be the point of entry for people getting to know Cambria. Social media is the same, consistent with slight increases. Cheryl said CBID's paid media was down. Jessica said that CTB is slightly up with their paid. Google ads they have pulled back on. It was a co-op, so they have changed over to paid social media for the CBID co-op program. The cost per click has gone down approximately .15 so that is good to see. They monitor Footfall in real time and January was down from December, but up from the previous year January. Karen shared that January was terrible, but December was their best month of the year.

▪ ***January/February Landing Page***

Jessica stated that this was discussed at the prior meeting. Changing over to what they are calling higher value landing pages, instead of blog content. It is more of a collective effort, and they are looking more at organic posts to see the material people are engaging with, so it is included in the landing page. With engagement up month over month it means the type of posts created are working. She said they were surprised to learn that event information was lowest performing. Reels get a lot of engagement, material without a specific call to action get increased traffic. Cycle Central Coast is still on hiatus, but they do receive a lot of email engagement, mostly about Highway 1. This is due to influencer's past and repeated posts.

- ***Lodging table tents***

Will be dropped off for display in the rooms at:

- *Bluebird*
- *Blue Dolphin*
- *Sand Pebbles Inn*
- *Castle Inn*
- *Moonstone Cottages*
- *Cambria Shores Inn*

Jill will drop off at Ocean Point Ranch for the upcoming BlendFest event.

- ***App Downloads***

Jill asked about increasing downloads and asked if it might be possible to either do a contest or give a coupon each time it is downloaded. Jessica confirmed that it was possible.

- > ***CBID Report***

Cheryl reported that coastal community numbers continue to be up, however the non-coastal are not doing as well. Paso Robles and SLO are down and both have new hotels. Tommy shared that Pacifica is opening a hotel in Templeton called the Cambria Hotel. She manages five hotels in Cambria and two in Pismo Beach.

- > ***Visit SLO CAL Report***

Cheryl will attend the marketing retreat scheduled for March 11.

Meeting Adjournment

There being no further business, the meeting was adjourned at 12:32 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant