

***Jill Jackson***  
***Administration & Accounting Services***  
1848 Astor Avenue  
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April 9, 2025

**Exhibit A – Scope of Work**  
**Managing Assistant Services**  
Local Fund: Cambria Tourism Board (CTB)  
Highway 1 Tourism Alliance (H1TA)  
1-year term: July 1, 2025 through June 30, 2026

**Overview**

The Contractor (Jill Jackson Administration & Accounting Services) will provide all facets of business administration, accounting, and reporting required by the Cambria Tourism Board (CTB) Chair and Members; as well as required information provided to the San Luis Obispo County Tourism BID and the corporate non-profit, Highway 1 Tourism Alliance.

**Goals and Objectives**

Contractor's goal/objective is to successfully implement the strategies needed to achieve the goals of the Cambria Tourism Board (CTB) Chair and Members.

**Scope of Work**

The contractor will manage the efforts of the CTB and provide all of the necessary administrative support to the CTB and its members in all capacities for services including and not limited to:

- Cambria Tourism Board Meetings:
  - Reserve, confirm and communicate the time and location of CTB meetings
  - Create agenda, as directed by the CTB Chair
  - Prepare and post meeting agenda in accordance with the Brown Act requirements
  - Attend all Cambria Tourism Board meetings
  - Ensure that the meeting room is properly set to conduct CTB meetings
  - Provide copies of the agenda and agenda items to CTB members
  - Record and provide detailed meeting minutes for review and approval of CTB Chair
  - Publish and distribute minutes of all Cambria Tourism Board meetings
  - Take action on items as directed by CTB Chair
- Financial Oversight:
  - Create projections and budget annually
  - Maintain budget – track financial growth/spending
  - Create additional reports/worksheets to inform board on: revenue, budget, grants, marketing
  - Maintain monthly financial/budget reconciliation with H1TA
  - Maintain monthly budget reconciliation with Marketing Agency
  - As directed, assist with the creation and execution of the Marketing Plan
  - Process vendor payments through Chair approval, to H1TA
  - Provided requested materials to H1TA for annual audit

- Marketing, Event, Outreach Committees Meetings:
  - Confirm and communicate the time and location of Committee meetings. Send notices to all Committee members
  - Encourage attendance/participation of constituents, non-profits, businesses
  - Attend all Committee meetings
  - Record and provide meeting minutes for review and approval of Committee Chair/s
  - Take action on items as directed by the Committee Chair/s
  
- Grant Requests:
  - Distribute grant request forms as needed
  - Assist applicants as needed in understanding and completing grant requests
  - Accept grant requests from interested parties
  - Review and update CTB Chair/s on any grant interest
  - Review incoming forms for presentation to the Cambria Tourism Board
  - Update reports each month on grant requests and Follow-up Report status
  - Update applicant on progress
  
- Communication & Processing
  - Communicate with CTB Chair/s and provide feedback to ensure CTB actions are consistent with strategic goals and direction
  - Work in conjunction with the H1TA CAO to ensure that CTB items are not redundant of H1TA activities and efforts
  - Maintain integrity and honesty both personally and for the CTB in all dealings
  - Apply business principals and acumen to all decisions to achieve lucrative, measurable results
  - Communicate effectively with and between CTB members, community leaders, and related tourism marketing entities to maintain strong internal and external relationships
  - Formulate and implement decisions on behalf of the CTB Board and Committees to ensure weekly progress
  - Assist the Board in the selection, retention and management of professional service vendors; including administration and organization of RFPs
  - Development and management of timeline and deliverables
  - Develop and implement a constituent communication tool so all are informed of the CTB's progress and activities on their behalf
  - Create and maintain an accurate member inventory to include individual property contact information, property type and unit count.
  - Establish relationships with constituents and maintain accurate property listings on website
  - Respond daily to emails from VisitCambriaCA.com website
  - Assist in advertising the mission/vision of the CTB and assist in educating the community on current activities
  - Brown Act training and updates
  
- General Administrative
  - Collaborate with local events to maximize beneficial opportunities for constituents
  - Act as intermediary between CTB core Marketing Firm and the public/board
  - Review website for corrections and omissions and update core marketing firm
  - Review Facebook and other social media pages
  - Work with San Simeon and other regional local funds to develop partnership opportunities
  - Organize and maintain data and files
  - Work with core Marketing Firm to secure lodging for hosted media stays
  - Maintain CTB calendar of meetings and Cambria events and contribute to H1TA calendar
  - Contribute to various calendars: Visit SLO, Chamber
  - Answer and respond to calls and emails daily

## **Timeline and Deliverables**

### **Board Meetings:**

Agenda  
Board Packets in assembled, labeled binders  
Attendee copies of agenda and various reports  
Detailed Minutes

### **Financial Reports:**

Revenue and Expense  
Budget vs. Actual  
Marketing Expenditures Detail  
Approved Grant Details  
Other various reports, as needed or requested

### **Governance Committee Meetings:**

Agenda  
Budget Worksheets and Projections – current fiscal year  
Budget Worksheets, Projections, and Draft – next fiscal year  
Copies of agenda, worksheets and budget draft for Chair and Vice-Chair  
Detailed Minutes

### **Marketing Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Outreach Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Event Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Constituent Inventory/Communications:**

Current Constituent with contact information list  
Emails: Weddings  
Emails: Meetings, Committees  
Emails: Media Opportunities  
Emails: Current CTB/H1TA Assets and Programs  
Delivery of assets (totes, maps, etc.)

### **Social Media/Websites:**

Updates to Marketing Partner, H1TA, Chamber

**Grant Requests:**

Reviewed/corrected/assembled applications to Event Committee  
Reviewed/corrected/assembled applications to Outreach Committee  
Progress reports to Chair; Applicant  
Status Report on Funding Follow-up reports

**Additional:**

CTB Office Space  
Dedicated phone line  
Maps/Banners/Asset Storage Space  
Current Board Member Rosters, public and private  
Board Member Terms report  
New Board Member Information  
Invoice and detailed work report  
Daily emails, calls and various correspondence  
Board requested vendor review administration and organization

**Budget**

	<b><u>Monthly</u></b>	<b><u>Annually</u></b>
Monthly Compensation:	\$3,825.38	\$ 45,904.56
<i>Reimbursements:</i>		
Zoom		\$ 160.00
Board meetings expenses		\$ 1,000.00
Mileage		\$ 100.00
PO Box   other		\$ 340.00
<b><u>Total Contracted Cost:</u></b>		<b><u>\$ 47,504.56</u></b>

**Term and Compensation:**

The term of the contract is (12) twelve months with a renewal of (1) one year, and renewable based on terms as stated in the subcontractor agreement. **Effective date: July 1, 2025 – June 30, 2026**

The Cambria Tourism Board **agrees to compensate at a monthly amount of \$3,825.38; and an annual amount of \$45,904.56.**

Mileage based on cost per mileage using the allowable IRS mileage rate.

Supply allowance: **Will be reimbursed, upon receipt review and approval**

Supply allowance of: **Will be reimbursed, upon receipt review and approval, for supplies needed for board meetings and meals.**

Other incidental expenses **related to CTB business operations will be reimbursed upon receipt review and approval.**

- As with any contracted position, there will be no reimbursement for rent, utilities, or required insurance.

- Contractor acknowledges that they have the office tools and/or equipment to meet the requirements of the Scope of Work of the CTB Managing Assistant.
- Contractor agrees to present a monthly summation and biennial report of work performed.

Either party can terminate this contract with a written 45-day notice.

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Jill Jackson Date

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Greg Pacheco, CTB Chair Date