



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
October 14, 2025

Time: **1:00 p.m. – 2:30 p.m.**

Location: **Cambria Pines Lodge - Treetop Room**
2905 Burton Avenue
Cambria, CA 93428

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	3 min
2. Consent Agenda Items Board Meeting Minutes – September 9, 2025	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker		15 min
4. Discussion & Action Items <i>(each item will allow for Board Discussion, followed by Public Comment)</i>		
4.1 Fiscalini Ranch Preserve Funding Application Friends of the Fiscalini Ranch Preserve have submitted a funding application to assist with the cost of Trail Head Signs. The Board will discuss and vote on approval.	Pacheco	8 min
4.2 Cambria CSD Funding Application Cambria CSD has submitted a funding application to assist with the costs of renovating Cambria's Veterans Hall. The Board will discuss and vote on approval.	Pacheco	8 min
4.3 Chamber Art & Wine Festival Funding Application Cambria Chamber of Commerce has submitted a funding application to assist with the costs of the 2026 Art & Wine Festival event. The Board will discuss and vote on approval.	Pacheco	8 min
4.4 Committees The Board will discuss the original purpose and the current use of Committees as part of the CTB organizational structure.	Pacheco	8 min

5. Information Items/Presentations

5.1 *To Provide Added Clarity and Openness*

Board Packet Posting
Funding Application Due Date

Pacheco 8 min

5.2 *Marketing Committee Report*

Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.

Blanchfield 12 min

5.3 *CBID Reports*

Local Fund Summary – October 2025
CBID Annual Report FY 2024-2025
H1RT Marketing Report FY 2024-2025
CTB and CBID Expense Pie Charts FY 2024-2025
CTB Grant Funding History 2011-2024
Survey Cover Letter

Cuming 4 min

5.4 *CBID Presentation*

CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board, including an update on survey and district conversion status.

Cuming 10 min

5.5 *Cambria Chamber of Commerce Update*

Katherine Gillen will update the board on pertinent Chamber matters.

Gillen 4 min

5.6 *Budget Reports*

Month Ended August 31, 2025:
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 *Visit SLO CAL Brown Act Training with Civitas*

October 29, 2025 - 10:00 to 11:30 a.m. via Zoom

8.2 *Next Cambria Tourism Board Meeting*

November 12, 2025 – 1:00 p.m. at Cambria Pines Lodge

8.3 *Deadline for Agenda Items to be sent to the Managing Assistant*

November meeting due date – October 22, 2025

8.4 *Next CBID & H1TA Board Meeting*

October 22, 2025 – 2:00 p.m. at Cambria Pines Lodge

BROWN ACT: The Brown Act requires that an agenda that includes a brief description of each item to be transacted or discussed be publicly posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. The agenda will be posted on the County website as well as www.Highway1RoadTrip.com/member. The Brown Act does not require the packet be posted, but it does require that the packet is made available to the public at the time of agenda posting, or as soon as it is made available to board members. To receive a packet please contact the managing assistant at Admin@VisitCambriaCA.com, or text or call (805) 395-2595. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

ADA Notice: Meeting facilities can accommodate persons with disabilities. If you require special assistance to participate in the meeting, notify Jill Jackson at Admin@VisitCambriaCA.com, or text or call (805) 395-2595 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. "Public Comment" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. These presentations are limited to three (3) minutes and total time allotted to non-agenda items will not exceed fifteen (15) minutes. The Board may give direction to staff to respond to your concern or you may be offered the option of returning to discuss at a future meeting where the item is properly agendized. Regarding items that are on the agenda, you will be given an opportunity to speak for up to three (3) minutes when the Board discusses that item. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. Citizens may request that a topic related to the business of the tourism board be placed on a future agenda. Once such an item is properly agendized and publicly noticed, the Board can respond, interact, and act upon the item. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.