



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Agenda
March 10, 2026**

Time: *11:30 a.m. – 12:30 p.m.*

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

Call to Order

Discussion Items

- > ***General Updates***
 - Report Highlights
 - Landing Page — March/April
 - Pacific Coast Wine Trail Content
 - Visit SLO CAL Hwy 1 Co-Op
 - Paid Ads
 - Influencers (with Highway 1)
 - Central Coast Classico
- > ***CBID Report***
- > ***Visit SLO CAL Report***

Meeting Adjournment