



**CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Marketing Committee
Meeting Agenda
April 14, 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***
 - Fiscal Year Report + Planning
 - April Board Meeting: Annual Recap Report
 - May: 2026-2027 Marketing Plan Presentation
 - Marketing Budget: Reallocating unused FY funds for a summer campaign
 - Landing Page Review— May/June
 - Visit SLO CAL Hwy 1 Co-Op – Paid Ads (running)
 - Central Coast Classico—Update
 - Arthritis Foundation Event—Update
 - Music Road Trip co-op (next fiscal year)
- > ***CBID Report***
- > ***Visit SLO CAL Report***

Meeting Adjournment