CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
November 10, 2026

Time: 1**:00 p.m. – 2:00 p.m.**

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

		Person	Time
1.	**Call to Order** Introduction and welcome to attendees	Pacheco	3 min
2.	**Consent Agenda Items** Board Meeting Minutes – October 13, 2026 Marketing Committee Meeting Minutes – October 13, 2026 Financial Statements – September 30, 2026	Pacheco	3 min
3.	**Public Comment** Please limit to 3 minutes per speaker		
4.	**Discussion & Action Items** *(each item will allow for Board Discussion, followed by Public Comment)*		
4.1	***Central Coast Classico Event Funding Application*** Central Coast Classico, LLC has submitted a funding application to assist with costs of the 2027 event. The Board will discuss and vote on approval.	Pacheco	10 min
4.2	***BlendFest on the Coast Funding Application*** The Paso Robles Wine Country Alliance has submitted a funding application to assist with costs of the 2027 BlendFest event. The board will discuss and vote on approval.	Pacheco	10 min

5. Information Items/Presentations

5.1	***Prior Event Funding and Current Budget*** The Board will review prior fiscal year fundings and discuss the current fiscal year budget.	Pacheco	10 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	***H1TA Reports*** Local Fund Summary – November 2026	Cuming	2 min
5.4	***H1TA Presentation*** CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.	Cuming	10 min

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Next Cambria Tourism Board Meeting
December 8, 2026 – 1:00 p.m. at Cambria Pines Lodge

8.2 Deadline for Agenda Items to be Received by the Managing Assistant
December meeting deadline – November 19, 2026

8.3 Next Highway 1 Tourism Alliance Board Meeting
December 2, 2026 - 2:00 p.m. at Cambria Pines Lodge

BROWN ACT: The Brown Act requires that an agenda include 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 at www.Highway1RoadTrip.com/member as well as outside the Katcho Achadjian Government Center located at 1055 Monterey Street, San Luis Obispo. The Brown Act does not require the packet be posted but does require that materials shall be made available for public inspection at the time materials are distributed to the board. The location of the office for public inspection of documents is 81 Higuera St., Suite 220, San Luis Obispo, CA. To request an electronic copy of the board materials, contact the administrator, Jill Jackson, at admin@VisitCambriaCA.com. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

ADA: Meeting facilities can be accessible to persons with disabilities. If you require special assistance to participate in the meeting please notify Jill Jackson, at admin@VisitCambriaCA.com or 805-395-2595 at least 48 hours prior to the meeting.

MADDY ACT: The County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community.

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. With regard to 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.