

Visitor Alliance of Cayucos (VAC)
(Cayucos Local Fund Advisory Board)

Draft Minutes

January 9, 2017 – Cayucos Visitor's Center

Board Members Present:

Steve Hennigh, Good Clean Fun
Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Brendan Fritzsche, Cayucos Chamber
Jeannette Simpson, Cayucos Chamber

Absent: Jay Patel, Cayucos Beach Inn (excused) and Richard Shannon, On the Beach B&B (excused)

CBID: Cheryl Cuming (CAO), Laila Kollmann, & Shirley Lyon

1. **Call to Order:** By Co-Chair at 5:32 p.m.
2. **Public Comment:**
 - a. The Whale Trail sign was installed on the pier today.
 - b. Cindy called around to a few lodging properties and invited them to attend tonight's meeting in hopes to gain another lodging property member on the board.
3. **Consent Items:**
 - a. **Approval of Minutes 11/7/16 Meeting:** This item will be moved to the February meeting due to the number of abstentions.
4. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** The Coastal Discovery and Stewardship Celebration toolkits were delivered to the lodging properties and weekly e-blasts will go out every Tuesday through the end of February. It was strongly encouraged to submit any lodging packages to the CBID and Mark Elterman. The number of unique visitors to the website for this fiscal year was up 57%. It was mentioned that the TOT is down, which is most likely a result of illegal vacation rentals. Laila mentioned that there is currently a \$1,500 giveaway and encouraged everyone to promote it.
 - b. **H1DR Brand Marketing Summary:** "All Roads lead to Roam" is this year's campaign. Constituents were encouraged to view the new and improved Cayucos destination page. The board was reminded that all of the listed tools are available for constituent use, including the Chamber. 11 journalists are scheduled to attend the Whale Trail dedication event on January 20th.
 - c. **CDS Toolkit details:** The toolkit was distributed to all lodging properties and is available for other businesses as well upon request.
 - d. The next CBID Board Meeting is scheduled for January 25th at 12:00 p.m. at the Apple Farm.
5. **Financials:** The current contribution through November is 12.74%. The current balance of the carried over Cash Reserve fund is \$75,656.79 and the total operating fund is \$101,736.43. Cindy mentioned that if TOT numbers continue to stay flat and/or decrease, the projected revenue amount be reconsidered when creating the next budget.
6. **Action Items:**
 - a. **Discussion & Vote for Approval – Visitor's Center Funding:** Jan presented the funding application at the December meeting, but there was no quorum. Laila introduced Jeanette Simpson, the incoming Chamber president, and Brendan Fritzsche, the incoming Chamber treasurer and briefly reviewed the application with a few additional notes to address questions brought up at the December meeting. The Chamber thanks the VAC for their support of the Center for the past 3 years and mentioned that over 10,000 visitors have been welcomed during that time. The Chamber is requesting \$20,000 in funding for support of the Cayucos Visitor's Center and History Museum; \$18,000 of which would be used for 12 months' rent and the remaining \$2,000 would be used for utility costs (see attached Funding Application with

additional notes). While the Chamber draws income from membership dues and events, it is not sufficient to cover the expenses of rent and salary for the Visitor's Center. The current lease is valid through September of 2017 and renewal will be determined based on funding. The existence of the Visitor's Center supports the CBID's goals in regards to the promoting of tourism and the benefit of lodging businesses, as it is an appealing and stable location that allows the business community to promote their business and provide professional and thorough information to visitors and locals alike. The Chamber would like to incorporate a vacancy report system so that volunteers are aware of what properties are available to offer as options to lodging inquiries. The Chamber would like to set up a workshop in the first quarter of the year to create a better working relationship with the VAC and set a timeline for the 2017 goals (see additional notes attached to Funding Application). Cindy Walton made a motion to fund \$5,000 for the Visitor's Center as of January 1, 2017 through June 30, 2017, with an option for the Chamber to re-approach the VAC for additional funding when the Chamber has created an effective way to bring heads into beds. No second – motion dies. Carol Kramer made a motion to fund \$10,000 for the Visitor's Center as of January 1, 2017 through June 30, 2017, with the request that the Chamber provide an update available for review and may then approach the VAC for additional funding for the remainder of 2017. Steve Hennigh seconded the motion. Discussion: Shirley mentioned the Historical Society is aware of the fact that the Chamber is in need of funding. Toni is okay with the funding amount, but is not comfortable funding the remainder if an effective way to reach the goals is returned to the VAC; Steve said there needs to be a level of accountability on the Chamber's part. While the Visitor's Center is a good concept, the Chamber needs to find a way to make it self-sustainable. Toni would like to see an amount of \$7,500, with a determination of the remaining funding amount after six months – no amendment to the motion. The motion does not carry with two in favor and two opposed. Toni LeGras made a motion to fund \$7,500 for the Visitor's Center as of January 1, 2017 through June 30, 2017, with the request that the Chamber provide an update available for review and may then approach the VAC for additional funding for the remainder of 2017. Cindy Walton seconded the motion. The motion does not carry with two in favor and two opposed. Steve Hennigh made a motion to fund \$8,750 for the Visitor's Center as of January 1, 2017 through June 30, 2017, with the request that the Chamber provide an update available for review and may then approach the VAC for additional funding for the remainder of 2017. Carol Kramer seconded the motion; motion carried.

- b. Discussion & Vote for Approval – Board term renewals for Carol Kramer, Toni LeGras, Richard Shannon, and Cindy Walton: Toni LeGras made a motion to approve the two-year term board renewals for Carol Kramer, Toni LeGras, Richard Shannon, and Cindy Walton. Cindy Walton seconded the motion; motion carried.
- c. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surflife (previously Offshore Theater): This agenda item will be moved to the February meeting as a contract has not yet been provided. It was noted that the current contract expires on January 31, 2017.
- d. Discussion & Vote for Approval – Potential revisions to Mark Elterman's Scope of Services: It was decided that based on the marketing subcommittee meeting held yesterday, this action item is no longer needed.

7. Committee Reports:

- a. Marketing: A marketing subcommittee meeting was held yesterday morning, which included Laila, Cheryl, Steve, Cindy, Melissa, and Mark. There was initially some concern regarding Mark's progress, but all concerns were addressed at the meeting and all are ready to continue moving forward. Mark sent an e-mail update just prior to the meeting to touch on the concerns. The "Consultant Deliverables" were reviewed and timelines were given for those items that have not yet been completed. It is hoped that good results will be delivered so that the VAC can continue with Mark in the future. Mark will also compose a proposal for keeping the Visit Cayucos CA website up to date.
- b. Events: No report at this time.
- c. Beautification/Outreach: Toni received information on beach access figures from Nick Franco, so she is keeping track of these and who is responsible for which ones. Toni requested copies of any articles regarding coastal accesses.
- d. STP Liaison: No report at this time.
- e. Chamber of Commerce Liaison: Previously discussed.
- f. Cow Parade Update: Tom Halen will attend the February meeting to give an update.

8. Future Agenda Items/New Business:

- a. AJ Fudge presentation
- b. Concert Series wrap up
- c. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surfline

9. Closing Comments: None

10. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, February 6th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

11. Adjournment: Meeting adjourned at 6:54 p.m.