



## **Visitor Alliance of Cayucos (VAC)**

(Cayucos Local Fund Advisory Board)

### **Meeting Agenda**

Monday, January 9, 2017

5:30 p.m. – Cayucos Visitor's Center

- 1. Call To Order**
- 2. Public Comment** *(Please limit to 3 Minutes)*
- 3. Consent Items**
  - a. Approval of Minutes of 11/7/16 Meeting
- 4. CBID Update/Programs funded through Local Boards** (Cheryl Cuming)
  - a. Local Fund Stat Summary
  - b. Highway 1 Discovery Route Brand Marketing Summary
  - c. CDS Toolkit details
- 5. Financials** (Cindy Walton)
- 6. Action Items**
  - a. Discussion and Vote for Approval - Visitor's Center Funding
  - b. Discussion and Vote for Approval – Board term renewals for Carol Kramer, Toni LeGras, Richard Shannon, and Cindy Walton
  - c. Discussion and Vote for Approval – Renewal of 2017 streaming webcam service with Surfline (previously Offshore Theater)
  - d. Discussion and Vote for Approval – Potential revisions to Mark Elterman's Scope of Services
- 7. Committee Reports/Chamber Liaison Update**
  - a. Marketing (Steve, Cindy)
  - b. Events
  - c. Beautification/Outreach (Toni, Carol, Richard)
  - d. STP Liaison (Richard Shannon)
  - e. Chamber of Commerce Liaison (Toni and Carol)
  - f. Cow Parade Update
- 8. Future Agenda Items/New Business**
- 9. Closing Comments**
- 10. Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, February 6, 2017
Time:	5:30 p.m.
Location:	Cayucos Visitor's Center
- 11. Adjournment**

*“To promote and enhance the lodgings and businesses of Cayucos for the sustainable social and financial betterment of the community as a whole”*