

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

Draft Minutes

February 6, 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)
Jay Patel, Cayucos Beach Inn
Richard Shannon, On the Beach B&B
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Mark Elterman, Mental Marketing
Tom Halen, SLO Cow Parade
Gil Igleheart, Cayucos Rotary
Paul Irving, Big Big SLO

Absent: None

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:32 p.m.
2. **Public Comment:**
 - a. The Cayucos Sea Glass Festival is moving along with 2 press releases and 10,000 Facebook fans so far. Laila provided posters and postcards for anyone who needed them. Please let Laila know if any posters are needed in a specific area. Paul mentioned that he does countywide poster distribution, so he will be happy to help distribute them.
 - b. The County will be picking up the driftwood off of the beach, per an e-mail from Bruce Gibson’s office.
 - c. Carol mentioned that the Lions and Lioness Clubs are hosting their annual Food and Wine Scholarship Fundraiser on February 19th and encouraged the purchase of tickets.
 - d. Richard attended a convention and learned that Cyber Crime is skyrocketing. Los Angeles County alone had 47 million dollars per month in crimes. Basic tips for prevention can be found at www.iC3.gov.
 - e. Paul stated that Baywood Park hosts Monday Concert Series, which encourages third day stays. The Cass House will start Monday concerts in May through October; so the VAC should begin to promote for extended stays as well.
3. **Consent Items:**
 - a. **Approval of Minutes 11/7/16 and 1/9/17 Meeting:** Toni LeGras made a motion to approve the Minutes of the November 7, 2016 meeting as written with no additions or corrections. Richard Shannon seconded the motion; motion carried with Steve, Cindy, and Jay abstaining. Carol Kramer made a motion to approve the Minutes of the January 9, 2017 meeting as written with no additions or corrections. Steve Hennigh seconded the motion; motion carried with Richard and Jay abstaining.
4. **Presentation:**
 - a. Cow Parade Update, Tom Halen: The Cow Parade auction is scheduled for May 6th at 2:00 p.m. (venue to be determined), and it is hoped that there will be about 500 attendees. Out of the total \$200,000 marketing budget, \$40,000 - \$45,000 remains. The Cow Parade launch had an estimated 10,000 attendees. The auction event will have 20-30 cows up for live auction, with the remainder being silently bid, with possible online bidding as well. Purchasers of cows will be encouraged to have a permanent display and keep the cows in the area. A reasonable number of cows kept in the area may allow for the Cow Parade website to stay live after 5 years, although the name may have to be changed. The fate of the unpurchased cows is still undetermined; however, a discussion has taken place with ArtsObispo regarding the possibility of a public display. New maps should be printed this week. Unfortunately, there is no way to determine who visits the cows, so the number of visitors that the Cow Parade has brought SLO County is unknown. The cows will be removed from their locations around mid-April to give the

artists an opportunity to touch them up prior to auction. Some cows that will not go to auction will remain at their location.

- b. Paul Irving, Cayucos Destination Pocket Planner: Paul is with BigBigSLO Marketing and created a Los Osos/Baywood Park pocket planner with sponsorship from the Los Osos/Baywood Park local fund. Paul's goal is to produce one for every community on the Central Coast. The Los Osos board sponsored 8 pages with editorial content and a map, and advertisements covered the remaining costs. Paul asked if the board would be interested in sponsoring editorial content in the Cayucos pocket planner that is being created. Steve endorses the planner as it is a physical, affordable item and could be available in all lodging properties. The planner would be printed annually, with 25,000 copies being produced and distributed at Chamber of Commerce(s) countywide, the Natural History Museum, the Spooner Ranch House, lodging properties, select "hotspots", and the Visit California Welcome Center. The cost would be \$400 per page. The planner is potentially a tool to create extended stays. Tracking may be difficult; however, lodging properties can use a code or "mention this booklet for discount". There is a March 1st deadline, so content and feedback can go through Melissa. Paul has not yet met with the Chamber, but has met with Jeannette.
- c. Gil Igleheart, 4th of July cleanup: The Rotary Cub would appreciate funding again, if possible, for the 4th of July cleanup. \$3,750 has been raised so far for Guerilla Gardening trash pickup. The VAC's sponsorship of \$2,500 would fund the seaweed removal from the beach. Gil will submit a Funding Application.

5. CBID Update/Programs Funded through Local Boards:

- a. Local Fund Stat Summary: Traffic is being driven to the website with approximately 1,200 visits per day. Facebook videos had 256,000 views in January with an 11,000 increase in Facebook fans (Facebook is the number one referral to the website). There was a 47% increase in Instagram followers after an Instagram Takeover. 29% of all page views go to the destination pages. VSLOCO has new brand called "SLOCAL", which has released a new video titled "Life's too beautiful to rush". The County Beautification and Infrastructure Grant deadline is March 27th. Richard will get in touch with Mike Hanchett for information on San Simeon's approved grant on the rebuilding of coastal access stairs. The "Play" section of the Cayucos destination page mentions the Cass House and Brown Butter Cookie Company only. The content was previously provided by Verdin, so needs to be reviewed, edited, and then can be changed on the website. The 4th Quarter TOT figures will be available next month. Laila suggested that an occupancy report be obtained from lodging properties to see if a comparison can be made to determine how vacation rental occupancy is being impacted in regards to the ordinance. Richard, Laila, Cindy, & Melissa conduct the independent study and create a form, which will report quarterly TOT year over year for the past 3 years. The form will be brought to the next meeting for review. Cheryl will ask for another TOT report by lodging type for 2016 for a year-over-year comparison. The results would be useful for marketing purposes to adjust for different markets.
- b. SF Chronicle/Gate Co-Op: The article has been published and a 2nd feature on Coastal Discovery and Stewardship will be published on the 12th.
- c. The next CBID Board Meeting is scheduled for February 22nd at 12:00 p.m. at the Apple Farm.

6. Financials: The July through December contribution was 12.6% of the overall collection.

7. Action Items:

- a. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surfline (previously Offshore Theater): This discussion will be tabled until after the discussion about the website takes place.
- b. Discussion & Vote for Approval – Cayucos Destination Pocket Planner: Thoughts on this topic included that the cost is right and that people do still use (and some prefer) tangible items rather than cell phones or computers. It was suggested that the Chamber sponsor an Events Calendar page. Although Cindy doesn't feel that the planner will promote overnight stays, she does think the overall promotion of the area is good. Further discussion included that the planner is a quality publication and it contributes an added value that can result in return visits or extended stays. Richard Shannon made a motion to sponsor 4 pages at \$400 per page, for a total of \$1,600, with the marketing committee advising on provided content. Carol Kramer seconded the motion; motion carried with Toni LeGras opposing. Paul will be asked if he can meet a mid-April to May 1st distribution date.

8. Committee Reports:

- a. **Marketing:** The SF Gate article was published and looks good, but the committee is a little frustrated in regards to the communication aspect. The time frame for responses was limited, which made things difficult. Because results cannot be easily measured, the committee is unsure of what direction to take and is leery on how to move forward. They are frustrated to see that the TOT numbers are not growing (Toni reported that Vacation Rental reported TOT was down 20% from 2015) with the VAC's marketing efforts. Discussion about the CBID SF Gate article followed, which was based on content submitted by Verdin. Cheryl will provide the form to Melissa, who will provide to the board to update with current content. Cheryl suggested that everyone review the destination page as well to be sure they are happy with it. Cheryl also suggested that the Cayucos SF Gate article can be edited by Mark, with the marketing committee's feedback, and may serve as the new content. Mark stated that the all-digital campaign (SF Gate, Facebook ads, Facebook canvas, and contest) is performing very well with 438,107 paid impressions delivered. The current e-blast list contains 6,555 e-mail addresses. Mark is not a day-to-day marketing contact; the board needs to determine if they would like to take someone on to update social media and send out e-blasts. Carol recommended that a workshop with Mark take place so that specific guidelines are being given, and the board can receive guidance on how to move forward. Mark discussed maintenance of the VisitCayucosCA.com website with his web development people and they are not interested in maintaining it; they suggested redirecting to the destination page. It was suggested that the website stats from Verdin be pulled and compared to the Highway1DiscoveryRoute stats. There will be an article in the March issue of "805 Living" about the Sea Glass Festival.
- b. **Events:** No report at this time.
 - i. **2016 Concert Series Wrap Up:** John Fazio did not attend the meeting and instead asked Steve to present the report. The report will be submitted to the County as is.
- c. **Beautification/Outreach:** No report at this time.
- d. **STP Liaison:** The Stewardship Workshop is scheduled for April 20th.
- e. **Chamber of Commerce Liaison:** No report at this time.

9. Future Agenda Items/New Business:

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

10. Closing Comments: None

11. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, March 6th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 7:31 p.m.