



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Meeting Agenda

Monday, February 6, 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 1/9/17 Meeting
- 4. Presentation** *(Please limit to 10 Minutes)*
 - a. AJ Fudge, Central Coast Art & Music Festival
 - b. Paul Irving, Cayucos Destination Pocket Planner
 - c. Gil Igleheart, 4th of July cleanup
- 5. CBID Update/Programs funded through Local Boards** (Cheryl Cuming)
 - a. Local Fund Stat Summary
 - b. SF Chronicle/Gate Co-Op
- 6. Financials** (Cindy Walton)
- 7. Action Items**
 - a. Discussion and Vote for Approval – Renewal of 2017 streaming webcam service with Surfline (previously Offshore Theater)
 - b. Discussion and Vote for Approval – Cayucos Destination Pocket Planner
- 8. Committee Reports/Chamber Liaison Update**
 - a. Marketing (Steve, Cindy)
 - b. Events
 - i. 2016 Concert Series Wrap Up (John Fazio or Sherry Sim)
 - c. Beautification/Outreach (Toni, Carol, Richard)
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
 - f. Cow Parade Update (Tom Halen)
- 9. Future Agenda Items/New Business**
- 10. Closing Comments**
- 11. Next Visitor Alliance of Cayucos Meeting**

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

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