



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Meeting Agenda

Monday, March 20, 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 2/6/17 Meeting
4. **Presentation**
 - a. Eroica California 2017, Kris Kington-Barker
5. **CBID Update/Programs funded through Local Boards** (Cheryl Cuming)
 - a. Local Fund Stat Summary
 - b. Video Links
 - c. Highway 1 Closure – Incident Communication Plan Overview
 - d. TOT Report/Occupancy Report form
6. **Financials** (Cindy Walton)
7. **Action Items**
 - a. Discussion and Vote for Approval – Steve Hennigh's letter of resignation
 - b. Discussion regarding recruiting new board members
 - c. Discussion and Vote for Approval – 2017 4th of July cleanup
 - d. Discussion and Vote for Approval – Eroica California 2017
8. **Committee Reports**
 - a. Marketing (Steve, Cindy)
 - i. Mark Elterman update
 - ii. Pocket Planner update/discussion
 - iii. Website Discussion
 - b. Events
 - c. Beautification/Outreach (Toni, Carol, Richard)
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
 - f. Cow Parade – Will Cayucos keep "Happy"?
9. **Future Agenda Items/New Business**
 - a. AJ Fudge, Central Coast Art & Music Festival
 - b. 2016 Cayucos Concert Series Wrap Up Report
10. **Closing Comments**
11. **Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, April 3, 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"