

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

Draft Minutes

March 20, 2017 – Cayucos Visitor’s Center

Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Richard Shannon, On the Beach B&B
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Brendan Fritzsche, Chamber of Commerce
Wes Hatakeyama, Eroica California
Gil Igleheart, Cayucos Rotary
Gracie Rey, Hospice SLO

Absent: Jay Patel, Cayucos Beach Inn (unexcused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:38 p.m.
2. **Public Comment:**
 - a. Melissa has updated Cow Parade maps for anyone who would like them.
 - b. Brendan thanked the VAC for their support of the Visitor’s Center and is looking forward to working with them in the future to improve the relationship between the two groups.
3. **Consent Items:**
 - a. **Approval of Minutes 2/6/17 Meeting:** Richard Shannon made a motion to approve the Minutes of the February 6, 2017 meeting as written with no additions or corrections. Toni LeGras seconded the motion; motion carried.
4. **Presentation:**
 - a. **Eroica California 2017:** Wes and Gracie presented the Funding Application and requested funding in the amount of \$4,999 in addition to the hosting of a rest stop for riders. This will be Eroica California’s third year and is the only Eroica with an ocean view; it is also the only Eroica event in the USA. International journalists will be attending as well as several national journalists from cycling magazines. 24 articles were written about the 2016 event. 2017 will have an estimated 500 riders, 150 more than 2016, taking the coastal route through Cayucos. Of all the riders at the 2016 event, only 7% were from SLO County, all others from out of area. Lodging options and a link to Cayucos’ “Stay” page are currently listed and active on the Eroica California website. The event is only two weeks away, so it was questioned how much promotion can take place in that time and how many overnight stays can be driven. It was stated that calls were made to Cayucos lodging properties asking for discounts or packages for the event, although no one present seemed to recall receiving that phone call or offer. It was noted that Cambria will not be funding a rest stop or sponsorship of the event this year. Registration fees range from \$130 - \$175 and it was stated that 2016 had little or no profit. A \$25,000 flat fee goes to Hospice, which coordinates logistics and volunteers. A booth is available in Paso Robles for the VAC or the board can provide a handout to be included in riders’ packets. Wes mentioned that he has obtained the County permit for use of the pier.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** Traffic is being driven to the website with approximately 1,800 visits per day and the Facebook page has over 76,000 fans. Cayucos TOT from October through December was up .6% from 2015. The County Beautification and Infrastructure Grand application will be due March 27th.
 - b. **Video Links:** New links for usage of CBID videos was provided (the copy with live links was e-mailed previously in the month).
 - c. **Highway 1 Closure – Incident Communication Plan Overview:** Visit SLOCAL is working on short-term and long-term strategies to help mitigate the closure of Highway 1. Tools have been created by Visit SLOCAL for front desk employees with specific communication with for guests, letting them know they can still

- visit our region and take alternative routes. Cheryl asked that she be kept in loop if anyone feels their lodging property is being affected by the closure.
- d. TOT by lodging type and area: Toni has requested a specific report showing TOT collected by lodging type in Cayucos. She is working with Justin from the SLOCTC, who should be able to provide the report. Justin and someone from Code Enforcement will be attending the CCMA (Central Coast Mangers' Association) meeting on Thursday.
 - e. Draft occupancy report: The report was reviewed, although it was decided that a separate form may be needed to report vacation rental TOT. Cindy and Toni will work on it at the CCMA meeting.
 - f. The next CBID Board Meeting is scheduled for March 22nd at 12:00 p.m. at the Cambria Pines Lodge.
6. **Financials:** The July through January contribution was 12.5% of the overall collection. An adjustment will need to be made on the expenditure report showing a funded amount of \$8,500 for the Visitor's Center.
7. **Action Items:**
- a. Discussion and Vote for Approval – Steve Hennigh's letter of resignation: Richard Shannon made a motion to regretfully accept Steve's resignation and requested that a letter be sent to Steve thanking him for his service, hard work, and dedication for the past several years on the board. Cindy Walton seconded the motion; motion carried.
 - b. Discussion regarding recruiting new board members: Toni mentioned that there are a lot of vacation rental owners who could serve on the board or designate a representative, as it is becoming difficult to find a hotel/motel constituent who is willing to serve. It was suggested that a mention in the Chamber newsletter include that the VAC is looking for new board members.
 - c. Discussion and Vote for Approval – 2017 4th of July cleanup: The beach cleanup bid from Negranti Construction came in at \$3,000, while the estimated amount was \$2,500. Gil will ask Jon to consider lowering the rate or will try to find the remaining funds of \$500 from local businesses. Carol suggested that the Lioness Club be approached for funding as well. The \$2,500 cost for Guerilla Gardening has been funded by the Lions and Rotary Clubs. Cindy Walton made a motion to approve \$2,500 to fund the 4th of July beach cleanup; Carol Kramer seconded the motion. Discussion: Richard, Toni, and Cindy voiced that they feel that the beach cleanup is needed and is a good use of VAC funds. Motion carried unanimously.
 - d. Discussion & Vote for Approval – Eroica California 2017: Richard stated that while it is hard to measure direct results from overnight stays, the international exposure is great. If Cayucos hosts a great rest stop, riders are likely to return for a visit. Carol mentioned that the poster is misleading, as the artwork is of Cayucos, yet the title states Paso Robles. Concern was expressed in that the timing is so limited, although it was agreed that it is a great event and the number of international visitors is very high. It's also very important for international visitors to see that this stretch of Highway 1 is open. It was requested that part of the sponsorship include outreach to riders following the ride regarding their visit to Cayucos and promotion for a return visit. Carol and Richard will work on the rest stop. Richard Shannon made a motion to approve funding in the amount of \$4,999 for Eroica California 2017, with \$2,500 of that amount being allocated for funding of the rest stop food and beverages; the VAC would like to receive two opportunities to provide promotion to riders following the event; and any future funding requests will need to take place 180 days prior to the event to allow for proper promotion. Carol Kramer seconded the motion. Discussion: the current budget report does not reflect the entire 2016 sponsorship. This is a great event, but the VAC will need to work with Eroica more aggressively in regards to marketing. Cindy cannot find a connection for putting heads into beds; however, because Cambria is not sponsoring the event or a rest stop, she feels that the exposure to Cayucos will be significant. It was suggested that a lodging questionnaire be provided to lodging properties for all sponsored events to track overnight stays in the future. Cindy mentioned that the event takes place during spring break, so a lot of properties will be booked anyway. Richard will provide a punch list on things that can be improved on if they would like to receive future funding. Motion carried unanimously.
8. **Committee Reports:**
- a. Marketing:
 - i. Mark Elterman is no longer working with the VAC. Michelle Wright is working on a newsletter, which Laila has provided editorial feedback for and Cheryl will help with that as well. Paul creates a digital version of the pocket planner, which can be included with the newsletter.

- ii. Pocket Planner: The Chamber has sponsored an Events page. It was suggested that Paul draft up four pages based on what he thinks should be included; however, a map is important, which typically takes up two pages. An informational page can include a brief history, things to do in Cayucos (with the best thing being *nothing*), the various types of lodging properties (something for everybody!) and a list of stewardship activities.
 - b. Events:
 - i. There were 5,437 paid attendees to the Sea Glass Festival and there is a tentative profit of over \$20,000 (not all invoices have been paid out yet).
 - c. Beautification/Outreach: No report at this time.
 - d. STP Liaison: The Stewardship Workshop is scheduled for April 20th.
 - e. Chamber of Commerce Liaison: The Chamber may approach the VAC for funding in June for a new event occurring in October. The Cayucos Heritage Festival will be a multi-day event involving service groups of the community. There may be a matching funds opportunity, as it will be a new event.
 - f. Cow Parade – Will Cayucos keep “Happy”? The committee has chosen to not support an outright purchase of the cow, but may try to bid on it at the auction. If Happy is kept in Cayucos, she may be moved near the jail.
9. **Future Agenda Items/New Business:**
- a. AJ Fudge, Central Coast Art & Music Festival
 - b. 2016 Cayucos Concert Series Wrap Up Report
 - c. 2017 Sea Glass Festival Wrap Up Report
 - d. Website Discussion
 - e. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surfline
10. **Closing Comments:**
- a. Cindy suggested that everyone google AJ Fudge’s Central Coast Art & Music Festival, as it seems like a great event and she will present a funding application at the next meeting.
 - b. The next VAC meeting will take place on the second Monday of the month, following Eroica California.
11. **Next Visitor Alliance of Cayucos Meeting:**
- Date: Monday, April 10th
Time: 5:30 p.m.
Location: Cayucos Visitor’s Center
12. **Adjournment:** Meeting adjourned at 7:30 p.m.