

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

Draft Minutes

May 1, 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:

AJ Fudge, Central Coast Arts & Music Festival

Absent: Jay Patel, Cayucos Beach Inn (excused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:31 p.m.
2. **Public Comment:**
 - a. Beth from the Access Visitor Guide asked about presenting to the VAC regarding placing an ad. Melissa will get distribution and cost information, will forward to Toni and Carol (with a cc to Cheryl), and they will decide on whether or not to present to the board.
 - b. The board was reminded to only reply to Melissa and/or Cheryl on group e-mails and to not “Reply All” to prevent any potential Brown Act violations.
3. **Consent Items:**
 - a. **Approval of Minutes 4/10/17 Meeting:** Richard Shannon made a motion to approve the Minutes of the April 10, 2017 meeting as written with no additions or corrections. Carol Kramer seconded the motion; motion carried.
4. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** The revised Funding Application launched and is posted on the Members’ site. After discussion, the CBID decided there will be a separate application for Beautification. It was suggested that the PR coverage from the Whale Trail FAM trips are reviewed and used on constituents’ websites.
 - b. The next CBID Board Meeting is scheduled for May 24th at 12:00 p.m. at the Apple Farm.
5. **Financials:** The July through March contribution was 12.18% of the overall collection. The fiscal year to date total is \$92, 299 and the 2015-2016 fiscal year to date total was \$88,260. A proposed 2017-2018 budget will be presented at the June meeting.
6. **Action Items:**
 - a. **Discussion and Vote for Approval – Cayucos Mermaid & Unlock Your Adventure:** It was agreed that AJ made a good presentation and provided a lot of information in her Funding Application. There will no longer be wristbands, but instead will use QR codes. Free tickets will be available on the day of the festival; however, pre-registration will be encouraged and will open on June 1st. Attendees’ names, date of birth, and e-mail addresses will be taken at registration. Upon completion of registration, attendee will receive a “Festival Adventure Pass” (ticket) with a QR code. AJ will be attending the May CBID meeting to request an addition \$7,500 in funding to market the entire campaign. Use of the VAC funds will include \$5,000 for the installation and \$2,500 for out of area marketing, which will be strictly done through social media. There will also be a possible paid event at a local business with dinner and the screening of a film regarding plastic ocean pollution. Richard Shannon made a motion to approve funding in the amount of \$7,500; Cindy Walton seconded the motion. Discussion: The Cayucos Concert Series is not on the Chamber’s agenda at this time with this upcoming event and the Heritage Festival. The current available balance in the Events budget is \$9,377.41. Based on AJ’s presentation, it should be pretty clear in April to determine whether or not the event has been successful, unlike other sponsorships in the past, as the measurement tools are in place. It is great that AJ will be going to each lodging property and encouraging

them to participate in offering a unique experience as part of the “Unlock Your Adventure” tour to offer marketing during the off season. The VAC could give permission to the CBID to allow AJ to use their collection of e-mails to promote the festival further. It is great that AJ has such a detailed plan, has allowed a sufficient amount of time for planning and promotion, that the theme ties in to the Sea Glass Festival with the mermaid installment, that a sustainable stewardship message is promoted, as well as the technical tie in tracking data. Motion carried. More marketing details will be provided and AJ would like to attend the VAC meetings monthly until March of 2018.

- b. Discussion: Review of H1DR and VisitCayucosCA/Website stat comparison: Cheryl reviewed the provided Stat Summary Brief (the complete year-end report is available on the Members’ site), which included stats from the CBID’s website and social media marketing efforts. Some of those stats include a 59% increase in e-newsletter subscribers, a 37% increase in Facebook fans, and there were 143 Feature Editorial Placements. 8,000 e-mail subscribers were obtained through the Cayucos destination feature and giveaway. The board was reminded that the CBID does not run or manage the VisitCayucosCA website. The H1DR website is mobile-responsive and content/updates are funded through the CBID. Between November 1st and April 16th, there were 28,935 total destination page views, with 2,352 lodging page views. All of the content is editable and was originally provided from Verdin. The H1DR road map is being updated, so please submit any suggested content changes to Melissa or Cheryl. The destination page was reviewed and the following feedback was provided:
 - i. The “Book Now” banner is misleading, as there is no booking engine for the website itself. The photo on the banner “gets old” – would be great if it would change randomly.
 - ii. The photos need updated (the lodging photos are the responsibility of the lodging properties).
 - iii. The “Highway 1 Destinations” drop down menu for destinations is small and difficult to find, making the destination pages difficult to reach.
 - iv. The dots on the scrolling photos of the destinations with area summary appear like links, but they are not. Links are not quickly accessible.
 - v. Lodging option is listed as “Cayucos Vacation Rentals”, which is the name of a business. A change would affect all areas’ titles (suggestion: change to “Vacation Rentals in Cayucos”). It is difficult to tell which photo goes to which area/lodging type.
 - vi. The maps should be “clickable”.
 - vii. When viewing vacation rentals on the lodging page, if you select a rental to view, and then go “back”, it returns you to Hotels/Motels, not the location originally being browsed.

It was suggested that the VAC continue to review the content and photos and then provide specific feedback on what content should be edited or replaced, as well as which photos should be replaced.

- c. Discussion: Formation of Committees/Number of Board Members: As Carol Kramer is now a vacation rental owner, she would qualify as a lodging constituent, so the board could add an additional non-lodging constituent. With the current 5 member board, committees can only have two board members, but anyone else not on the board are welcome to be on the committee as well. One of the co-chairs will need to speak with Jay regarding his absences. It was suggested that each board member speak to two people about joining the board.

7. Committee Reports:

- a. Marketing: No current update, as Cindy is the only member and we are going in to the summer season.
 - i. Pocket Planner: The draft pages and maps were reviewed. No further feedback than what was provided to Melissa via e-mail. Permission was given for Paul to move forward with production.
- b. Events: No current update.
 - i. Eroica California outreach: Richard will reach out to Wes and ask if he is available to provide a follow up report at the next meeting; Melissa will provide Wes the new follow up report form.
- c. Beautification/Outreach: No report at this time.
- d. STP Liaison: The workshop took place and went really well. It was noted that 75% of travelers think it’s important that their travel dollars benefit the community they visit and they like to know that the community “cares”.

- e. Chamber of Commerce Liaison:
 - i. It is hoped that on either Thursday, May 25th or Friday, May 26th a meeting can take place with members of the VAC and the Chamber to discuss a potential marketing partnership.
 - ii. Cow Plop tickets are being sold for \$25/square to raise funds so the community can purchase "Happy" the cow; the winner will receive \$500. The minimum bid required through the Cow Parade is \$1,500.
- 8. **Future Agenda Items/New Business:**
 - a. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surfline
- 9. **Closing Comments:**
 - a. The June meeting will take place on June 12th, as Cheryl will not be available on the 5th.
 - b. Cayucos Cellars has moved to Cambria.
- 10. **Next Visitor Alliance of Cayucos Meeting:**
 - Date: Monday, June 12th
 - Time: 5:30 p.m.
 - Location: Cayucos Visitor's Center
- 11. **Adjournment:** Meeting adjourned at 7:18 p.m.