



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Meeting Agenda

Monday, May 1, 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 4/10/17 Meeting
- 4. CBID Update/Programs funded through Local Boards**
 - a. Local Fund Stat Summary
- 5. Financials** (Cindy Walton)
- 6. Action Items**
 - a. Discussion and Vote for Approval – Cayucos Mermaid & Unlock Your Adventure
 - b. Discussion: Review of H1DR website and VisitCayucosCA/Website stat comparison
 - c. Discussion: Formation of Committees/Number of Board Members
- 7. Committee Reports**
 - a. Marketing (Cindy)
 - i. Pocket Planner update/discussion
 - b. Events
 - i. Eroica California outreach
 - c. Beautification/Outreach (Toni, Carol, Richard)
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
- 8. Future Agenda Items/New Business**
- 9. Closing Comments**
- 10. Next Visitor Alliance of Cayucos Meeting**

Date: Monday, June 5, 2017*

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

*Discuss potential rescheduling
- 11. Adjournment**

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