

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

Draft Minutes

April 10, 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
Katie Sturtevant, Cayucos Sea Glass 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 5:33 p.m.
2. **Public Comment:**
 - a. Carol and Richard were thanked for hosting the Eroica California rest stop and putting it together in such a short amount of time. There were a lot of great reviews on the Cayucos rest stop.
 - b. The Chamber was approached by Cody Edwards of Interactive Travel Guides regarding the creation of an app for Cayucos at a cost of \$3,000. The Chamber thought that the VAC may be interested in co-sponsoring the app. Cody is not in the area often, but can provide a virtual presentation if the board is interested. More information can be found at www.interactivetravelguides.com.
3. **Consent Items:**
 - a. **Approval of Minutes 3/20/17 Meeting:** Cindy Walton made a motion to approve the Minutes of the March 20, 2017 meeting as written with no additions or corrections. Richard Shannon seconded the motion; motion carried.
4. **Presentation:**
 - a. **AJ Fudge – Cayucos Mermaid and Unlock Your Adventure:** AJ introduced herself as a local attorney and organizer of the Central Coast Arts & Music Festival. The 2017 festival is being held in Cayucos on August 12th and 13th and will bring visitors from the L.A., S.F., Denver, and Seattle/Portland areas. It is a destination festival, as all marketing and efforts are visitor-targeted. There will be three installations to help bring awareness to the festival and plastic pollutants. AJ is approaching the Avila Beach, San Simeon, and Cayucos LAFs for funding of the installations. Artists will be commissioned to create installations and will be area-related (whale tail in Avila and an elephant seal in San Simeon). The proposed Cayucos installation would be a mermaid made of plastic water bottles. There will be a data terminal at the festival, which will allow the VAC to ask two unique questions and will collect attendees’ names, e-mails, etc... through RFID bracelets. The bracelets will be used only at the festival, which is expected to have an estimated 5,000 attendees. Once the festival concludes, the mermaid would remain in Cayucos and the “Unlock Your Adventure” campaign would begin. The campaign will include a menu and list of rewards to keep visitors coming to Cayucos for six months following the festival, which will coincide with the shoulder season (October 1st through end of March), and will hopefully bring people back to Cayucos in the future. The unique experience/reward will be offered at each lodging property. Marketing will solely be sponsored posts on social media, as well as visitors’ photos and the use of unique hashtags, with very specific target audiences and driving of engagement. It is hoped that the friends and family of the festival attendees will be told about the installation and will visit Cayucos to participate in “Unlock Your Adventure”. The \$7,500 in funds requested will go to creation of the mermaid and promotion of the “Unlock Your Adventure” campaign.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** The summary was reviewed.

- b. Review *revised* Funding Application/Guidelines: The revised Funding Application will be effective as of May 1st and feedback is appreciated. A new formula is available to calculate how many room nights would need to be obtained during an event to get a return on investment. The end goal is to put more accountability on whomever requests funding, as more detailed information is being required on the application, and will give the Administrative Assistant the authority to deny an application due to a lack of information being provided, prior to presenting to the board. More time will be required between presentation of the application and the event. Other requirements include an economic impact, goal of delivering at least 50% of attendees from out of the county, marketing plan, brand support, off-season timing (October through June), use of the "Stay" page on advertising and social media, collection and sharing of any information/data collected (e-mails, zip codes, etc...). Also, a percentage of the funds should be used to focus on an out of area marketing plan. A specific board discussion during the discussion and vote will need to take place on how funding of the event or project will get heads in beds. The Funding Application will apply for both events and projects, although the CBID is encouraging use of the County Beautification and Infrastructure Grant application for beautification projects, although a separate application for beautification projects was suggested. Acknowledgement of these requirements will be required by initialing each item in the Funding Application. Administrators will inform past applicants about the new application requirements.
 - c. Review of H1DR website: There was some concern expressed about the photos being used on the page and that it is difficult to find the Cayucos destination page. Board members were encouraged to look at the website prior to the May meeting, at which time a further discussion will be held while viewing the website on a projector. It was reminded that the goal of the CBID is to promote the 10 unincorporated areas of SLO County and the foal of the LFAs is to get heads in beds in their areas.
 - d. The next CBID Board Meeting is scheduled for April 26th at 12:00 p.m. at the Apple Farm.
6. **Financials:** The July through February contribution was 12.28% of the overall collection.
7. **Action Items:** None
8. **Committee Reports:**
- a. **Marketing:**
 - i. **Pocket Planner:** An update is needed from Paul.
 - b. **Events:** The Eroica California event went really well – the riders were very friendly and enjoyed the food. A lot of people came through and it seemed that Cayucos made a statement with the great food and a "picture perfect" day.
 - i. **2016 Cayucos Concert Series wrap up report:** Some revisions and additions have been made to the original report submitted by John Fazio. Although Laila was not involved in the event, as a member of the Chamber, she presented the revised report. One of the concerts did not take place due to rain. A budget and financial report were provided, which was not included in the original report. Weekends in September and October are typically pretty well booked, so it is difficult to determine whether or not the concert series put heads in beds. Unfortunately, the attendee survey was not completed. The average attendance at each concert was estimated at 400 - 600. It is not yet known if the series will take place again in the future; however, it was mentioned that if it does, there are several things that will be done differently. It is not currently in the works, but may evolve into something else.
 - ii. **2017 Cayucos Sea Glass Festival wrap up report:** The event was very successful and the weather was great. 3,500 tickets were sold on Saturday and approximately 2,000 were sold on Sunday. Over 70% of attendees from out of the county. The vendors were very pleased and all did very well. Katie has reached out to lodging constituents and is hoping that they will reply with their occupancy rates. The Mermaid Ball made about \$6,000, with 150 tickets being sold and the event selling out a week prior to the event. The press release was distributed to over 1,100 media outlets. 2,350 e-mail addresses were collected through the sweepstakes giveaway. It was suggested that the question: "Did you come to Cayucos specifically for the Sea Glass Festival?" be added to the survey.
 - c. **Beautification/Outreach:** No report at this time.
 - d. **STP Liaison:** The Stewardship Travel workshop is scheduled for Thursday, April 20th between 12:00 and 2:00 p.m.

- e. Chamber of Commerce Liaison: No report at this time.
- 9. Future Agenda Items/New Business:**
- a. Discussion & Vote for Approval – Renewal of 2017 streaming webcam service with Surfline
 - b. Discussion & Vote for Approval – Cayucos Mermaid & Unlock Your Adventure
 - c. Review and Discussion of website(s)
 - d. Discussion about Eroica California follow up outreach
 - e. Committee formation/number of board members discussion
- 10. Closing Comments:** Cheryl will not be able to attend a June 5th meeting – will be discussed further at the May meeting.
- 11. Next Visitor Alliance of Cayucos Meeting:**
- Date: Monday, May 1st
 - Time: 5:30 p.m.
 - Location: Cayucos Visitor's Center
- 12. Adjournment:** Meeting adjourned at 7:18 p.m.