

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

Draft Minutes

June 12, 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:

Gracie Rey, Hospice/Eroica California

Absent: Jay Patel, Cayucos Beach Inn (excused)

CBID: Cheryl Cuming (CAO) and Shirley Lyon

1. **Call to Order:** By Co-Chair Carol Kramer at 5:34 p.m.
2. **Public Comment:**
 - a. **1st Street Beach Access:** The County has found identified an organization with funding available for the repairs. An additional \$80,000 would then need to be raised for full funding. To start the permit process for the project, \$20,000 would need to be funded by the community, while the County will fund \$10,000.
3. **Consent Items:**
 - a. **Approval of Minutes 5/1/17 Meeting:** Richards Shannon made a motion to approve the Minutes of the May 1, 2017 meeting as written with no additions or corrections. Toni LeGras seconded the motion; motion carried.
4. **Presentation:**
 - a. **Eroica California Wrap Up – Gracie Rey, Hospice:** The wrap up report was sent out with the board packet in a power point presentation, which Gracie reviewed. The 2017 ride had four route choices with 850 registered riders. 11 countries were represented (Gracie will send a list of which ones) as well as 36 states, and 92% were visitors to SLO County. The Cayucos rest stop went really well and was very well received. The 2018 event will take place on April 14th and 15th, so packages can be created now for that time. It was suggested that the VAC create a package that offers a discounted registration fee for booking a stay in Cayucos (time limit would apply). A copy of the riders’ survey and a summary of their responses were requested.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** The 1st Quarter TOT collection was down significantly (year-over-year comparison); Cheryl has requested the April figures from the tax collector to see if they have bounced back. Even with the numbers, it was reported that the 2017 Coastal Discovery & Stewardship Celebration had the most participants than any other year. 83,000 copies of the “Central Coast Beach Towns” publication were distributed in Fresno and contain a great deal of content – produced for free through the Tribune. New content for the H1DR map has been worked on.
 - b. **Co-Op Update:** A summary of funded co-ops was provided, including those in SF Gate, Alaska Air, Sunset insert, Sunset Road Trips, National Geographic, and BuzzFeed.
 - c. The next CBID Board Meeting is scheduled for June 28th at 11:00 a.m. at the Apple Farm.
6. **Financials:** The July through April contribution was 12.16% of the overall collection. A proposed 2017-2018 budget was presented for review. The CBID is expecting a 5% decrease in collection. The VAC will keep their anticipated revenue the same, but will adjust accordingly if collection doesn’t seem to be on target. It was decided that the category percentages remain the same at 40% for Marketing/Promotions; 30% for Events; 20% for Beautification/Outreach; 10% for Long-Term Capital Reserve, and a flat \$14,000 for Administrative Expenses. Richard Shannon made a motion to approve the 2017-2018 fiscal year Budget as presented; Toni LeGras seconded the motion. Motion carried.

7. Action Items:

- a. Discussion and Vote for Approval – Additional expenses for Eroica California: The board initially approved an amount of \$2,500 to host the Eroica California 2017 Cayucos rest stop. The expenses went over budget \$624.71 (food, drinks, supplies, and the purchase of two banners totaled \$3,124.71). Carol Kramer made a motion to approve the overage of \$624.71 for Eroica expenses; Richard Shannon seconded the motion. Discussion: the food was great and the stop was definitely worthwhile. Because there were more riders than anticipated, more food was needed. The banners can be reused for future events. There was not a lot of preparation time to achieve getting heads in beds, so further research needs to be done in the future to determine whether funding of the event will meet the goal of obtaining overnight stays. It is a great event and if the VAC gets a head start on promotion for the 2018 event, the potential of getting overnight stays is definitely possible. Through word of mouth of the riders, Cayucos will be promoted and has been already. Those numbers will not be able to be measured, unless asked by reservationist. It was suggested that the VAC offer an early incentive to get riders to stay in Cayucos. When approving sponsorship, the VAC can express to Eroica what Cayucos is willing to sponsor and what they would like to see in return for their sponsorship. Richard will have a sit down, possibly with Cheryl, with Gracie to discuss further. Motion carried.
- b. Discussion and Vote for Approval – Scope of Services for Administrative Assistant: Richard Shannon made a motion to accept Melissa Kurry's Scope of Services effective July 1, 2017 for a two-year period, with a rate increase from \$25 to \$28/hour for a grand total of \$6,720. Toni LeGras seconded the motion. Motion carried.

8. Committee Reports:

- a. Marketing: At the May meeting, discussion took place about each board member speaking with two people who may potentially join the board. Talks took place but there were no takers. It was suggested that the board continue to work on getting someone else to join, but in the meantime, a five member board is okay. Toni will join Cindy on the Marketing subcommittee and will step down from Beautification/Outreach. Cheryl offered her help to the committee as well.
- b. Events:
 - i. Cayucos Mermaid & Unlock Your Adventure: An e-mail was sent out asking the board for their feedback and consideration in regards to the event. Cheryl suggested that Toni and Carol take the lead, as it is an off season promotion. They will meet tomorrow to get AJ a response by the 15th of June. Avila Beach and San Simeon declined to fund the installations. Further funding was approved by the CBID in the amount of \$7,500 for more outreach and promotion.
- c. Beautification/Outreach: Bruce Gibson has been very determined to get funding together for the 1st Street Beach Access repairs. He has approached the community for assistance in funding, and recognition can be given to those groups who are able to contribute financially in the form of a plaque. His discretionary funds of \$10,000 are being put towards this project; \$20,000 more is needed to start the process (engineering report and permits). \$80,000 will then be needed from the community to receive matching funds. The County will complete the Funding Application to request the funds from the VAC. The remaining staircases will need to be put on a maintenance schedule so that the rest of them do not deteriorate. Cheryl & Nikki will get the Funding Application to Bruce. It was stated however, that the VAC does not want to set a precedence that the County will continue to ask for funds for those items that they should be maintaining and funding.
- d. STP Liaison: The workshop notes were included in the board packet. Katie will have an update at the July meeting.
- e. Chamber of Commerce Liaison:
 - i. \$25,000 was raised for the fireworks at May Madness; Carol thanked all who attended. Volunteers are needed for the day before and day of the Fourth (balloon arches, bingo, pancake breakfast), so please help if you can!
 - ii. Richard, Toni, and Melissa met with Laila and Brendan to discuss the future of the Visitors' Center and to view a presentation for a Cayucos App. Toni asked about getting a bulk Chamber membership rate so that all constituents could be represented, with the VAC funding membership. Simple View, the largest destination website creator and manager, manages Cambria's App (Visit Cambria CA app) – it was encouraged that board members take a look at it.

It was recommended that Cayucos get a kiosk in the downtown area to display information, which can be funded through the County Beautification Grant program.

9. Future Agenda Items/New Business:

- a. Presentation/Discussion & Vote for Approval – Cayucos Heritage Festival
- b. Presentation/Discussion & Vote for Approval – 1st Street Beach Access (Bruce Gibson)
- c. STP Recap – Katie Sturtevant
- d. Eroica Packages/Promotion
- e. Presentation – 2018 Sea Glass Festival (August)

10. Closing Comments: None

11. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, July 10th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 6:59 p.m.