

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

Draft Minutes

September 11, 2017 – Cayucos Visitor’s Center

Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Jay Patel, Cayucos Beach Inn
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Nicole Ponek, Lion Media Solutions

Absent: Richard Shannon, On the Beach B&B (unexcused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:35 p.m.
2. **Public Comment:** None.
3. **Consent Items:**
 - a. **Approval of Minutes 8/7/17 Meeting:** Cindy Walton made a motion to approve the Minutes of the August 7, 2017 meeting with the correction under Action Item “7b”, during discussion of a motion, Cindy asked why the VAC is funding an event that “is” making money; the word “not” should be removed. Toni LeGras seconded the motion; motion carried.
4. **Presentation:**
 - a. **Nicole Ponek, Lion Media Solutions:** Nicole introduced herself and provided a brief background. Nicole provided statistics on social media marketing and stated that she uses a lot of visual content, visual graphics, and specializes in social media strategy. Lion Media Solutions specializes in expanding the target audience and reaches outside of one’s current fan base with strategic and targeted posts. It was mentioned that the utilization of hashtag strategies through Instagram works very well in extending the reach as well. Total Facebook ad costs are \$50/month, which are divided between 2 posts per week, for about \$7 per ad. Nicole recommended that the VAC Facebook page include a graphic with contact information and an explanation of services and/or provided direction on the intent of what is offered; that the page and posts be made “prettier”; and more organization for the page. Nicole recommended a blog with Instagram and Facebook updates as well as a website host. Lion Media Solutions does not include website maintenance, but would be able to create a blog with input and helpful suggestions from the board. Laila explained that Cayucos’ personality should show through the social media content, as the VAC aims to reach out to tourists rather than locals. The VAC logo was shown in the presentation, and because it does not have a copyright, is available to copy from Google. E-mail blasts also available. Nicole has one employee that does research for her; however, they do not do any actual posting or work on her behalf.
 - b. **Teri Bayus, SIAFU Consulting:** Teri e-mailed Melissa that her company *teaches* organizations about social media and how to manage their own accounts, rather than doing it for them.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** Promotion through the Kind Traveler occurred this month with two more to come; they have a subscriber list of 220,000 and a social media audience of 70,000. The sponsorship will deliver 2.3 million e-mails and 14 million social media impressions. The County has agreed to provide monthly TOT reports and quarterly reports, based on lodging type, to Cheryl. AirBnB now has an agreement with the County to collect and remit TOT. While they were allowed for special auditing requirements and anonymous reporting, the additional collection may be beneficial.
 - b. **Rural Road Trip:** Cayucos will be showcased in November for the Rural Road Trip promotion. This will be a \$10,000 media investment, including native and Facebook advertising, with a \$2,000 giveaway contest

and many other useful assets including a short video and lots of social media postings and photos. Co-Op opportunities are available; however, not necessary. Use of the *Roadtrippers* Influencer program may be useful, at a cost of \$5,000. San Simeon and Cambria are sharing the cost, which reduces it to \$3,750. The process to find an “influencer” takes 8 weeks.

- c. The next CBID Board Meeting is scheduled for September 27th at 12:00 p.m. at the Apple Farm.
6. **Financials:**
 - a. The 2016-2017 final fiscal year Budget was reviewed. \$25,000 will need to be taken from the Capital Reserve Fund for the funding of the 1st Street Beach Access.
 - b. Long-Term Capital Reserve percentage & distribution policy: After funding of the 1st Street Beach Access, the Reserve fund will be reduced significantly and a guideline should be set on what the budget will allow. It was decided that no more than 15% of the total Reserve Fund shall be used for funding requests per year and 75% will be retained for future investment(s).
7. **Action Items:**
 - a. Discussion & Vote for Approval – SLOCAL Highway 1 Co-Op: This will not apply, as Cayucos is not a North Coast community.
8. **Committee Reports:**
 - a. **Marketing:**
 - i. Discussion regarding presentations: Cheryl’s concern is that although Nicole is familiar with the use of social media, she would not be a strategic marketing partner and content would need to be provided to her. SOLVE is an agency that is used by “SLO Wine Lodging” (Edna Valley/Arroyo Grande Valley LFA) and does research on local areas to generate their own content. Melissa will send their contact information to the marketing subcommittee. Marketing the destination is the main goal, to get those who *will* come to Cayucos *want* to come to Cayucos. A scope should be created and provided to potential presenters so they know what is expected. Cindy stated that a marketing partner may not be needed, as social media is so prominent. A monthly rate needs to be determined (approximately \$1,000) as well as what is expected (how many blogs per month, how many posts, how much paid advertising, etc...). Cheryl suggested the use of “boosted posts” rather than paid advertising. Cheryl also suggested that the VAC take advantage of using the Highway 1 Discovery Route destination page rather than their own. Cindy and Toni will search out more social media marketers and create a budget. In the meantime, Cayucos will be the feature destination in November on H1DR, so promotion will be occurring. It was decided that while someone is needed to keep the social media accounts current and updated, Nicole may not be the best fit for the VAC.
 - ii. Unlock Your Adventure campaign: AJ will attend the October meeting with a summary of the event. A discussion will need to take place to determine if the value of the \$7,500 sponsorship was received. The campaign will not be launched, due to the lack of e-mail addresses collected.
 - iii. Eroica Packages/Promotion: How can the VAC get their value out of supporting of the event? The marketing subcommittee will discuss and provide their recommendation to the board.
 - b. Events: No report at this time.
 - c. Beautification/Outreach:
 - i. Carol is working on getting the water tower on Ash relocated to the 3rd Street Park; however, permits are needed. The tower was the first and is the largest in Cayucos.
 - ii. There are 19 beach accesses in Cayucos, which is pretty significant for a community of its size. They should all be pristine, well cared for, and at least one should be handicap accessible.
 - d. STP Liaison: Richard was not in attendance – no report at this time.
 - e. Chamber of Commerce Liaison: The Visitor’s Center will not remain; however, the time frame is unknown. It is possible that a deal may be made where the building is rented out, and the Chamber maintains a presence. The Antique Street Faire is taking place in October and an addition of showcasing Vintage Trailers will be taking place the second weekend of May. The Car Show is scheduled for the first weekend of November.
9. **Future Agenda Items/New Business:**
 - a. Central Coast Art & Music Festival follow up report (October)
 - b. 4th of July Cleanup follow up report (October)

10. Closing Comments: Discussion took place regarding AJ's presentation, as Cheryl will not be able to attend the October meeting.

11. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, October 2, 2017

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 7:20 p.m.