



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Meeting Agenda

Monday, August 7, 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 7/17/17 Meeting

4. Presentation *(Please limit to 10 Minutes)*

- a. 2018 Cayucos Sea Glass Festival – Katie Sturtevant

5. CBID Update/Programs funded through Local Boards

- a. Local Fund Stat Summary
- b. Strategic Planning Subcommittee Recap
- c. Stewardship Travel Update *(Please allow 15 Minutes)*

6. Financials (Cindy Walton)

- a. Long-Term Capital Reserve percentage & distribution policy

7. Action Items

- a. Discussion and Vote for Approval – 1st Street Beach Access
- b. Discussion and Vote for Approval – 2018 Sea Glass Festival

8. Committee Reports

- a. Marketing (Cindy and Toni)
- b. Events
 - i. Cayucos Mermaid & Unlock Your Adventure
- c. Beautification/Outreach (Carol and Richard)
- d. STP Liaison (Richard Shannon)
- e. Chamber of Commerce Liaison (Toni and Carol)

9. Future Agenda Items/New Business

- a. Marketing: Eroica packages/promotion (September)

10. Closing Comments

11. Next Visitor Alliance of Cayucos Meeting

Date: Monday, September 11, 2017

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment

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