



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

**Meeting Agenda**

Monday, September 11, 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 8/7/17 Meeting
- 4. Presentation** *(Please limit to 10 Minutes + 5 for Q&A)*
  - a. Nicole Ponek, Lion Media Solutions
  - b. Teri Bayus, SIAFU Consulting (6:00)
- 5. CBID Update/Programs funded through Local Boards**
  - a. Local Fund Stat Summary
  - b. Rural Road Trips
- 6. Financials** (Cindy Walton)
  - a. Long-Term Capital Reserve percentage & distribution policy
- 7. Action Items**
  - a. Discussion and Vote for Approval - SLOCAL Highway 1 Co-Op
- 8. Committee Reports**
  - a. Marketing (Cindy and Toni)
    - i. Discussion regarding presentations
    - ii. Unlock Your Adventure campaign
    - iii. Eroica Packages/Promotion
  - b. Events
  - 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. Central Coast Art & Music Festival follow up report (AJ Fudge)
  - b. 4<sup>th</sup> of July Cleanup follow up report (Gil Igleheart)
- 10. Closing Comments**
- 11. Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, October 2, 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"*