

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

Draft Minutes

July 17, 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:

Brendan Fritzsche, Cayucos Chamber
Cherie McKee, SLOCO Board of Supervisors

Absent: Jay Patel, Cayucos Beach Inn (unexcused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:34 p.m.
2. **Public Comment:**
 - a. Brendan apologized for missing the June meeting. After much consideration and work on and around the 4th of July events, it was decided that the Heritage Celebration be put off for the time being.
 - b. There was a question as to the invoice and payment to Negranti for the 4th of July beach cleanup; Melissa will follow up with Gil and Brendan.
 - c. If the board is interested in pursuing the Cayucos virtual travel brochure/app, further discussion will need to take place with the addition of an agenda item.
 - d. Cayucos Vacation Rentals was purchased by Vacasa; however, Cindy is a vacation rental owner and will continue to serve on the VAC board in that capacity.
3. **Consent Items:**
 - a. **Approval of Minutes 6/12/17 Meeting:** Richard Shannon made a motion to approve the Minutes of the June 12, 2017 meeting as written with no additions or corrections. Carol Kramer seconded the motion; motion carried.
4. **Presentation:**
 - a. **1st Street Beach Access – Cherie McKee, SLO County Board of Supervisors:** Cherie attended on behalf of Bruce Gibson and distributed a project description. “Seed Money” in the amount of \$30,000 is being requested to “get the ball rolling” on the project and would be used in part to fund consultants, stair design, project engineering, environmental review, and permits (a conditional use permit will be required). The replacement stairs will be a complete redesign, with replacement of the current wood stairs with concrete. The estimated total of the project will be \$250,000. Cherie mentioned that it is estimated that permits and design costs will account for approximately 10% of the overall budget, which is how they reached the \$30,000 figure. Once construction begins, Coastal Commission mitigation funding would be available in the amount of \$72,312.50. An additional \$90,000 from Coastal Conservancy (\$45,000 in 2017 and \$45,000 in 2018) may be available as well. Bruce is willing to fund \$10,000 from his discretionary funds; however, he would like to hold off on committing that amount at this time considering that the Veteran’s Hall and Tent are in need of funding. The remaining balance for completion, of approximately \$60,000, would be Bruce’s responsibility to advocate for County funding. If the County were to fund the entire project, construction would be delayed until mid-2018. Toni asked if there was a maintenance fund for the remaining public beach access stairs – there is not, but it is on County Park’s priority list. It was stated that the community will not be able to afford replacement of all the other beach accesses and they do not want to set a precedence that the VAC will continue to fund infrastructure projects that the County should be responsible for funding and maintaining. A timeline will need to be submitted with the Application, as well as a detailed budget of the overall project costs and a complete definition of what any funding provided by the VAC will be attributed to. It was noted that even

if the County does not obtain all required funding, the VAC funds will be spent; and while there is no guarantee for completion of the project, the funds used would create a starting point. Cherie will get in touch with Parks and get more information in regards to the design, permit, etc... The VAC will consider the funding once the requested information has been received. A plaque displaying sponsors will be considered as well.

5. CBID Update/Programs Funded through Local Boards:

- a. Local Fund Stat Summary: The CBID has approved their 2017-2018 Budget in the amount of \$1.27 million, with 3 designated shoulder season campaigns and sponsorship of Kind Traveler (more information will be provided at a later time). New Highway 1 Discovery Route maps are being printed and 250,000 will be distributed. A new video has been posted showing accessibility of Highway 1. The 2nd quarter TOT figures will be available at the August meeting. It was stated that the illegal vacation rentals are hurting the management companies and there is no follow up compliance plan in Host Compliance's contract with the County. Penalties were not listed in the initial letter sent to illegal rentals found by Host Compliance and since the ordinance is complaint-based, action will only take place if a complaint is received. The list of letters sent to illegal rentals should be public information, so a list should be available for review. The CCMA should meet with representatives from Code Enforcement and the Tax Collector's office again.
- b. Tourism Infrastructure/Beautification Funding Application review: The Application was reviewed during Cherie's presentation.
- c. The next CBID Board Meeting is scheduled for July 26th at 12:00 p.m. at the Apple Farm.

6. Financials: July through May collection was 11.97%. The current budget report was reviewed. Cindy suggested that the board look at their Long Term Reserve and create a formula to determine how much of the Reserve fund can be spent during a specific timeline and create a policy based on that formula.

7. Committee Reports:

- a. Marketing:
 - i. The committee met with AJ and was given an overall scope of the Mermaid Lounge. An additional expenditure may be incurred, but since the event is next month, funding would have to be approved today and there is no agenda item. The board chairs can approve an expense to be spent from discretionary funds between meetings, as long as it is within the limits set forth in the bylaws. Melissa can also expense the item on her quarterly invoice. A letter was distributed to lodging constituents regarding the potential scheduling of a meeting with AJ to discuss the Unlock Your Adventure packages.
 - ii. Pocket planners: There were some concerns regarding the layout and distribution. Melissa will confirm distribution - how many and where - with Paul.
- b. Events: Gracie provided the number of international and national attendees of the Eroica California 2017 ride to Melissa.
 - i. Cayucos Mermaid & Unlock Your Adventure: Previously discussed.
- c. Beautification/Outreach: Previously discussed with Cherie's presentation.
- d. STP Liaison: Katie will provide an update at the August meeting.
- e. Chamber of Commerce Liaison: No report at this time.

8. Future Agenda Items/New Business:

- a. Presentation/Discussion and Vote for Approval – 2018 Sea Glass Festival (August)
- b. Discussion and Vote for Approval – 1st Street Beach Access (August)
- c. STP Recap – Katie Sturtevant (August)
- d. Marketing: Eroica Packages/Promotion (September)
- e. Financials: Long-Term Capital Reserve percentage & distribution policy

9. Closing Comments: None

10. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, August 7, 2017

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

11. Adjournment: Meeting adjourned at 6:47 p.m.