

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

Draft Minutes

August 7, 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:

Shaun Cooper, SLO County Parks
Nick Franco, SLO County Parks
Bruce Gibson, SLO County Board of Supervisors
Katie Sturtevant, Stewardship Travel Program

Absent: Jay Patel, Cayucos Beach Inn (excused)

CBID: Cheryl Cuming (CAO) and Shirley Lyon

1. **Call to Order:** By Co-Chair Toni LeGras at 5:33 p.m.
2. **Public Comment:** None.
3. **Consent Items:**
 - a. **Approval of Minutes 7/17/17 Meeting:** Richard Shannon made a motion to approve the Minutes of the July 17, 2017 meeting as written with no additions or corrections. Carol Kramer seconded the motion; motion carried.
4. **Presentation:**
 - a. **2018 Cayucos Sea Glass Festival – Katie Sturtevant:** 2018 will mark the festival’s 8th year. The 2017 Mermaid Ball sold out and will be continued in 2018, as it brings in visitors for an additional night. No statistics were available regarding visitor vs. local attendees at the 2017 Mermaid Ball, but it was mentioned that Friday night of last year’s event was not sold out at all hotels. Last year’s Sweepstakes Giveaway gained an additional 2,000 e-mail addresses to add to the database, which currently stands at 7,000 combined with those from the VAC and Chamber; e-mail addresses received through the #UnlockYourAdventure campaign will be added to the database as well. A Mermaid Lounge will be at both the Central Coast Art & Music Festival and the Sea Glass Festival, so there will be some cross promotion between events, with the mermaid installation being at the Sea Glass Festival on Sunday. The targeted markets for the festival will be San Jose, Santa Cruz, Santa Barbara, and Orange County. All funds from the VAC will be used for out-of-area marketing, which makes for 70% of attendees to the festival. It was mentioned that the VAC had previously discussed the event potentially generating enough income to become self-sustaining. Katie stated that with expansion of the event, there is an expansion of out of area reach, which is what the VAC is funding. All proceeds from the festival will go to the Chamber specifically for the 4th of July fireworks.
5. **CBID Update/Programs Funded through Local Boards:**
 - a. **Local Fund Stat Summary:** Cheryl has again requested more timely and monthly reports of TOT collection. SLOCAL’s stats, obtained from the STR report, were provided but do not include Cayucos. The Rural Road Trip promotion details will be shared in September, with destination promotion of Cayucos in November. The CBID has entered in to a \$6,000 co-op with SLOCAL for “Chute”. A new batch of Highway 1 Discovery Route maps and Stewardship Viewing Tips were delivered to lodging properties.
 - b. **Strategic Planning Subcommittee Recap:** A subcommittee has been formed with Gary Setting, Matt Masia, and Cheryl to bring forward initiatives, which include maximizing efficiencies and strengthening strategic partnerships. Initial steps will include comparing marketing & strategic plans with SLOCAL to prevent duplicated efforts.
 - c. **Stewardship Travel Update:** Highlights of the program to date have included the creation and success of the Wildlife Viewing tips; doubled attendance (from 2016) at the film shown at Hearst Castle for Coastal Discovery and Stewardship Celebration - “Ocean Giants”; the winning of the Visit California Poppy Award

for Commitment to Community; and the hosting of several Stewardship workshops, which may potentially be multi-regional. Katie provided the wrap up notes and script created from the Cayucos workshop. The "Beach Towns" publication included a page on Stewardship. In 2017 and 2018, Katie and Di will be working on a "Heritage Trail" featuring all heritage spots along the Highway 1 Discovery Route. The Stewardship program and the CBID have become a sponsor of "Kind Traveler", which is "Give & Get" hotel booking engine (guests give a \$10 nightly donation to a local charity of their choosing); however, the Stewardship program is using it more as a marketing tool. The goal will be to double their e-mail database, which is currently at 50,000.

- d. The next CBID Board Meeting is scheduled for August 16th at 11:00 a.m. at the Apple Farm.
6. **Financials:** No current budget report was available; however, total collection through June was up \$5,883.74 from 2016 (*Melissa miscalculated at the meeting and incorrectly stated this figure as \$9,345*). A closing 2016-2017 fiscal year budget will be provided at the September meeting.
7. **Action Items:**
 - a. **Discussion & Vote for Approval – 1st Street Beach Access:** Bruce Gibson introduced the representatives of County Parks. Cherie had previously mentioned that approximately 10% of the overall project budget would be needed to start the project. 10%, however, is a general guideline and having an additional cushion is always beneficial in case unexpected issues arise, which is why the request is for \$30,000 rather than \$25,000. The VAC can determine where to designate any overage of funds to, either construction or have the fund returned. A follow up report will be given to provide an update on how funds were used and budget totals. Unfortunately, actual construction costs are unknown until the design is complete. While mitigation funds are available, they cannot be used for construction, thus the request for "seed money". Each supervisor is granted discretionary funds for projects in their district of \$50,000/year. Bruce is currently holding \$10,000 of which for the Veteran's Hall, should the funds be needed, which is also a great use for County funds and is a tourism-serving element of the community. It was asked when discretionary funds were last used for a Cayucos project; Melissa will ask Cherie. Cheryl mentioned the use of the County Beautification & Infrastructure Grant program for additional funding; however, the permits for the project would still need to be in place. It was stated that while permits will expire after some time, the design and plans would not have a shelf life as long as structural laws do not change. Coastal Accesses are a vital attribute to Cayucos. It was stated that the County needs to be held responsible for maintaining the public accesses and the funds need to be made available, as the VAC is not financially capable (or responsible) for maintaining and/or rebuilding additional accesses. Bruce asked that Cherie be notified if a beach access needs attention, as it is much more economical to maintain rather than rebuild. Public attendance to meetings was encouraged to show support for a community's project. Toni LeGras made a motion to fund \$20,000 of the \$30,000 requested, with the hope that Bruce will contribute the remaining \$10,000 or remaining amount needed to complete this portion of the project. Cindy Walton seconded the motion. Discussion: any unused funds are to be given back to the VAC, or the VAC will be given the opportunity and options on how to use the funds for the project. In order to go to out for an RFP, the funds need to be received in advanced. Concern was expressed that if funds are shorted, the process will be delayed. Toni LeGras amended her motion to fund \$25,000 and for Bruce to fund the balance of any additional funding required up to \$35,000 and for any funds that are not used for permitting and design be used for construction of the project, with a follow up report presented by County Parks. Cindy Walton seconded the amended motion. Motion carried unanimously.
 - b. **Discussion & Vote for Approval – 2018 Sea Glass Festival:** The festival has made a historically slow month (March) successful again in terms of lodging. With the elimination of the street fairs, the Sea Glass Festival is the only current event and fundraiser for the 4th of July fireworks. It was reiterated that any and all funds contributed by the VAC will be used for out-of-area marketing. The event is nice and the tie-in with the Central Coast Art & Music Festival mermaid is great. The VAC funded \$8,000 for the 2017 festival. Richards Shannon made a motion to approve \$6,500 for the 2018 Sea Glass Festival; Toni LeGras seconded the motion. Discussion: Cindy asked why the VAC is funding an event that is not making money. Carol supports the fact that the VAC sponsors the things that are doing well and are strongly supported by the community, such as the fireworks, the parade, and the Sea Glass Festival. If the VAC does not sponsor the event, there will be no out-of-area marketing. Cindy reviewed the budget and suggested that the VAC contribute \$8,000 for the festival, requesting an amendment to the motion. Cindy also stated that she

does not support funding rent of the Visitor's Center for the Chamber. Richard withdrew his motion. Toni LeGras made a motion to fund \$7,000 for out-of-area marketing of the 2018 Cayucos Sea Glass Festival; Richard Shannon seconded the motion. Motion carried with Carol abstaining to prevent any potential conflict of interest.

8. Committee Reports:

- a. Marketing: Cindy would like the VAC to get someone on board managing the social media accounts. She knows of a woman named Terry Bayus, whom charges approximately \$825/month. It was suggested that she be reached out to, determine if she would be interested, and request a presentation. Richard also knows of Nicole Ponek of Templeton, who does social marketing for realtors. It would be a small investment to continue maintaining all of the VAC's social media accounts; would give exposure to events; keep website updated, etc... In the meantime, Melissa has created a content calendar and is posting on the Cayucos, CA Facebook page.
- b. Events:
 - i. Cayucos Mermaid & Unlock Your Adventure: Previously discussed.
- c. Beautification/Outreach: No report at this time.
- d. STP Liaison: Previously discussed.
- e. Chamber of Commerce Liaison: No report at this time.

9. Future Agenda Items/New Business:

- a. Marketing: Eroica Packages/Promotion (September)
- b. Financials: Long-Term Capital Reserve percentage & distribution policy (September)

10. Closing Comments: None

11. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, September 11, 2017

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 7:04 p.m.