

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

Draft Minutes

January 8, 2018 – Cayucos Visitor’s Center

Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)
Jay Patel, Cayucos Beach Inn
Richard Shannon, On the Beach B&B
Cindy Walton, Cayucos Vacation Rentals by Vacasa

Others Present:

Jordyn Tindell, S. Lombardi & Associates

Absent: None

CBID: Cheryl Cuming (CAO) & Shirley Lyon

1. **Call to Order:** By Co-Chair Carol Kramer at 5:30 p.m.
2. **Public Comment**
 - a. Melissa was approached by Adrian Hurtado, of the Lions Club and Seniors Center, regarding funding for the County Permits for the 4th of July fireworks. The permit costs have more than doubled since last year. Although the 4th of July is the busiest time of year in Cayucos, the fireworks are one of the main reasons visitors come for the holiday. The VAC agreed to entertain a presentation and funding application. Richard volunteered to discuss the increased fees with Bruce Gibson.
3. **Consent Items**
 - a. Approval of Minutes 12/4/17 Meeting: Melissa stated that the Minutes that were e-mailed with the board packet had the incorrect date of December 5th; the corrected minutes were presented and included in the board packet for approval at the meeting. Richard Shannon made a motion to approve the Minutes of the December 4, 2017 meeting as presented; Carol Kramer seconded the motion. Motion carried with Toni LeGras and Cindy Walton abstaining, as they were not present for the meeting.
4. **Presentation**
 - a. Eroica California 2018: Jordyn Tindell presented the Funding Application. New additions in 2018 include the hiring of a marketing agency, S. Lombardi & Associates; new event coordinators to bolster excitement and growth for the event; and the addition of “Nova Eroica”, which allows for modern bike riders to participate in the ride as well. Feeder markets will be targeted, with advertising taking place in regional and national publications. The 2017 ride had 850 participants and the goal in 2018 is for 1,000 (the current number of registrants is not known at this time). The survey for participants will be built upon to include more details than previous years and a follow up package will be offered to riders encouraging them to return to the area and stay at a later date. In 2017, the VAC funded \$2,500 in addition to costs for the rest stop, which was approximately \$3,100. It wasn’t clear on whether or not the requested funds include sponsorship of the rest stop or not. Discussion followed that the rest stop is key and the primary way to promote Cayucos to the riders that come through. It was felt that funding of the rest stop should take a greater priority than sponsorship of the event itself, so that the VAC can make a great impact on the riders that stop in Cayucos. It was agreed that the riders are not likely to stay in Cayucos during the event, but the exposure is imperative to drive people back in the future. The Eroica website links to lodging properties and the newsletter includes approximately 3,000 recipients internationally. Two newsletters are sent out per month, which the VAC is welcome to provide content for (outreach on two occasions was included in the 2017 sponsorship). The marketing committee will work with Melissa and Cheryl to put something together.

5. CBID Update/Programs Funded through Local Boards

- a. Local Fund Stat Summary: 5,600 e-mails were obtained through the Rural Road Trip promotion. Cayucos TOT is down 1.6% year-over-year from September through November.
- b. Coastal Discovery and Stewardship Celebration launches this month with the first Hearst Castle screening taking place on January 13th.
- c. The County Beautification and Infrastructure Grant Program (BIG) applications will be due on March 15, 2018.
- d. The next CBID Board Meeting is scheduled for January 24th at 12:00 p.m. at the Apple Farm.

6. Financials: The contribution through November was 13.08%. A new budget format will be presented at the next meeting, as the format has been requested by the County. The AirBnB taxes have not yet been distributed as the County is still trying to determine how best to do so.

7. Action Items:

- a. Discussion & Vote for Approval – Eroica California 2018: According to the formula on the funding application, 50 room nights will not be received; however, it is felt that the event provides great promotion for the area and the potential for return visitors is high. Further board discussion included: the majority of funding should be for the rest stop; not enough overnight stays are received to justify the investment; promotion through the channels is good, but the VAC and Eroica need to follow through to be sure the promised benefits (outreach to participants, links on website, etc...) are received; the rest stop should be emphasized to really promote Cayucos. It was also recommended that more photos of the rest stop be taken and made available for promotion. The event continues to involve and grow, and the hiring of a marketing firm is very beneficial. Carol recommended allocating \$3,500 for the rest stop and \$1,499 for sponsorship of the event. After reviewing the budget, it was decided that partial funding can be taken from the marketing budget, as there are currently no marketing expenses and the purpose of the rest stop is for marketing and promotion of Cayucos. Toni LeGras made a motion to fund \$4,999, with \$3,499 to be reserved for rest stop expenses and the balance of \$1,500 to be paid to Eroica for the sponsorship, with all funds coming from the Marketing budget. Richard Shannon seconded the motion; motion carried.
- b. Discussion - Fate of the CCAMF Mermaid: The mermaid will need to be relocated by January 15th. If the VAC would like to keep it, she will need to be moved to a decided upon location, otherwise she will be recycled by AJ. The board agreed that they would not like to retain the mermaid. Richard will go look at it and let Melissa know by Friday whether or not he is interested in putting it on his property.

8. Committee Reports:

- a. Marketing: No report at this time.
- b. Events: No report at this time.
- c. Beautification/Outreach:
 - i. Bud Bottoms is the creator of the whale tail benches in Santa Barbara, as discussed at the December meeting. Bud suggested the best material, in regards to weight, temperature, and cost, would be fiberglass and foam at an estimated cost of \$3,680 per bench. Once the bench(s) are delivered, they must be installed in poured concrete. Estimated total, including shipping, permits, installation, etc... would be about \$5,000. Cost and delivery details would need to be confirmed and included in BIG application. It was suggested that additional groups be approached for additional funding, as the County likes to see funding participation from several community organizations, as it shows support for the project. One possible location would be the 1st Street beach access with the other possibility near the pier and the whale trail sign. The Beautification committee will discuss further and work on details and additional funding requests.
- d. STP Liaison: Coastal Discovery and Stewardship Celebration is launching this month. Be sure to promote the celebration to all past and future guests.
- e. Chamber of Commerce Liaison: Merchandise and t-shirt sales for the Polar Bear Dip t-shirt were outstanding. The Chamber is maintaining a presence at the Visitor's Center with an Open House scheduled for Friday. Richard Shannon will be hosting a mixer in February.

9. Future Agenda Items/New Business: None

10. Closing Comments: None

11. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, February 5th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: Meeting adjourned at 6:40 p.m.