

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

Draft Minutes

December 4, 2017 – Cayucos Visitor’s Center

Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)
Jay Patel, Cayucos Beach Inn
Richard Shannon, On the Beach B&B

Others Present:

None

Absent: Toni LeGras, Beachside Rentals (Co-Chair) (excused) and Cindy Walton, Cayucos Vacation Rentals by Vacasa (excused)

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

1. **Call to Order:** By Co-Chair Carol Kramer at 5:35 p.m.
2. **Public Comment:** None
3. **Consent Items:**
 - a. **Approval of Minutes 11/6/17 Meeting:** Richard Shannon made a motion to approve the Minutes of the November 6, 2017 meeting as presented with no additions or corrections. Carol Kramer seconded the motion; motion carried.
4. **CBID Update/Programs Funded through Local Boards:**
 - a. Local Fund Stat Summary: Instagram followers are growing quickly. Cayucos is up 23.2% year-over-year through October. SLOCAL has provided a written summary of the 2017 Vacation Rental Management Association conference.
 - b. CDSC Toolkit: Packets will be distributed to lodging properties by Friday. Lots of tools are available including videos, e-blast templates, blogs, photos, press releases, etc... It was encouraged that these tools be used to promote to past guests.
 - c. Budget Travel article: The article on the Coastal Discovery and Stewardship Celebration was reviewed.
 - d. Rural Road Trip Results: Cayucos received over 84,000 video views; more than 490,000 Facebook impressions; and collected over 5,500 e-mail addresses, which have been the best results of the promotion so far.
 - e. The next CBID Board Meeting is scheduled for December 13th at 12:00 p.m. at the Apple Farm.
5. **Financials:** Cayucos represented 13.36% of the overall CBID contribution. Carol asked about a refund from AJ or the Central Coast Arts & Music Festival; however, it was mentioned that no refund was requested by the Board. The CBID received a refund for their contribution, as the Unlock Your Adventure campaign did not come to fruition, due to the lack of participation. When calculating the marketing funds spent by the number of impressions, the marketing value was received; however, Carol feels the value of the \$5,000 spent for creating the mermaid was not received. The mermaid will not be used at the Sea Glass Festival, as it does not meet the expectations and standards of the festival. Carol feels that a discussion should take place with the board, with all members present, to discuss whether or not AJ should be asked back for a refund of those funds. Richard feels that the board should move on and focus on the positive things that the VAC has sponsored. Further discussion included Laila stating that future events should involve local businesses, as they will be affected by the number of people who come into town to attend.
6. **Committee Reports:**
 - a. Marketing:
 - i. Eroica California Outreach and 2018 Promotion: Melissa heard back from the marketing firm regarding outreach to past participants. Included should be the Coastal Discovery and Stewardship Celebration promotion and cycling on Highway 1. Melissa will connect the

marketing committee with Britney and Cheryl. The board will review prior to publishing. A second e-mail will be sent out for 2018 event stays in Cayucos. Melissa can ask if lodging properties would like to offer a package or special for Eroica riders and can then be sent out in February.

- b. Events: Christmas in Cayucos is taking place on Saturday, December 9th.
 - c. Beautification/Outreach:
 - i. Cheryl and Melissa will work with the committee to help showcase the number of community related sponsorships that the VAC has supported. Carol suggested a large banner at the next large event, such as Eroica California, showcasing all of the sponsorships the VAC has provided.
 - ii. Cheryl and Richard are working on signage. Dale Evers is looking to restore the dolphins on the sculpture at the bottom of the pier. The estimated cost is \$10,000 - \$15,000; Carol feels that this should coincide with the re-opening of the Cayucos Pier. The submission date for County Beautification and Infrastructure Grant Program applications is March 14, 2018, with project completion by June of 2019. Richard mentioned whale tail benches in Santa Barbara that would be great to have in town. The creator is a friend of Donna Sandstrom's (of the Whale Trail); Cheryl will provide Richard with their contact information for further research. Richard suggested that the board look at aerial photos of the town and pick some spots where the benches might look nice and discuss further at the January meeting. It was reminded that a nonprofit needs to be designated to receive funding for the application. It was suggested that Bruce Gibson be made aware at Wednesday's meeting so he may get the permit process started.
 - iii. The Cayucos 1st Street Beach Access project is being approved by the Board of Supervisors tomorrow. The funds will then be deducted from the VAC budget.
 - d. STP Liaison: No report at this time.
 - e. Chamber of Commerce Liaison: Christmas in Cayucos and the Polar Bear Dip are coming up.
- 7. Future Agenda Items/New Business:**
- a. Review of past sponsorships for outreach to the community
 - b. Presentation and Vote for Approval – Eroica California 2018
 - c. Whale Tail benches
- 8. Closing Comments:** The Historical Society is now located in a corner of this building and they are looking for a location that is a little bigger.
- 9. Next Visitor Alliance of Cayucos Meeting:**
Date: Monday, January 8, 2017
Time: 5:30 p.m.
Location: Cayucos Visitor's Center
- 10. Adjournment:** Meeting adjourned at 6:30 p.m.