



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Meeting Agenda

Monday, January 8, 2018

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 12/5/17 Meeting
- 4. Presentation**
 - a. Eroica California 2018 (Jordyn Tindell, S. Lombardi & Associates)
- 5. CBID Update/Programs funded through Local Boards**
 - a. Local Fund Stat Summary
- 6. Financials** (Cindy Walton)
- 7. Action Items**
 - a. Discussion and Vote for Approval: Eroica California 2018
 - b. Discussion: Fate of the Mermaid
- 8. Committee Reports**
 - a. Marketing (Cindy and Toni)
 - i. Eroica California Outreach and 2018 Promotion
 - b. Events
 - c. Beautification/Outreach (Carol and Richard)
 - i. Past Sponsorships
 - ii. Whale Tail benches
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
- 9. Future Agenda Items/New Business**
- 10. Closing Comments**
- 11. Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, February 5, 2018
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"