

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

Draft Minutes

February 5, 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

Others Present:

Katie Sturtevant, Stewardship Travel Program

Absent: Cindy Walton, Cayucos Vacation Rentals by Vacasa

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. The County is accepting public input regarding the Vet’s Hall project.
3. **Consent Items**
 - a. Approval of Minutes 1/8/18 Meeting: Richard Shannon made a motion to approve the Minutes of the January 8, 2018 meeting as presented. Carol Kramer seconded the motion; motion carried.
4. **CBID Update/Programs Funded through Local Boards**
 - a. 2017 CBID Application(s) Recap: \$5.6 million in funding has been requested since the CBID’s inception in 2011, with 451 projects funded. A complete list was provided for review.
 - b. The Hearst Castle film showing has been doing extremely well, but has inadvertently been promoted to locals. While it has been hugely successful, the film showing was aimed towards visitors rather than locals. Discussion followed regarding potentially ticketing the event or providing an additional showing per day.
 - c. Local Fund Stat Summary: 2017 Calendar Year TOT figures were provided, with Cayucos being down 1%. The CBID region overall was down 4.3%, a likely result of the Highway 1 closure. Toni mentioned that Cambria’s list of inactive vacation rental is now at 44%.
 - d. The next CBID Board Meeting is scheduled for February 28th at 12:00 p.m. at the Apple Farm.
5. **Financials:** The contribution through December was 13.21%. A new budget format, as requested by the County, was presented; however, the total available funds total needs to be corrected. The County is requiring AirBnB TOT figures to be reported by lodging properties.
6. **Committee Reports:**
 - a. STP Liaison: Katie attended and stated that she is always available for Stewardship support. Katie provided a STP Strategy packet and reviewed some program highlights. The Kind Traveler Sweepstake giveaways are going really well, having received 30,000 e-mail subscribers so far. The new Whale Trail sites received press in the Pasadena Independent. A new project regarding History and Culture of the region is coming soon.
 - b. Marketing: The committee has not been able to meet, so no report at this time. SLOCAL has a new website, which provides helpful analytical information to members.
 - c. Events: Richard mentioned that there is a possibility that Eroica California may be moving from Paso Robles to the coast next year.
 - d. Beautification/Outreach:
 - i. Whale Tail benches: A letter was drafted requesting funding from the Rotary Club, as well as any other organizations that may consider contributing. Richard received a diagram for the installation guidelines, but has not received a response regarding an inscription. If the benches are located on County property, they will be included under the County’s insurance. It is hoped that the Rotary may be able to provide installation costs and labor. A nonprofit will have to be

identified to complete the BIG application, the footwork for the permits will have to be completed, and permission will be needed for the locations. Richard will reach out to Nick Franco. The Application is due March 15th. The Rotary Club meets every Thursday morning at 7:00 a.m. at the school; Toni volunteered to discuss with Sherry Sim and attend the meeting. The Rotary will be asked if they can and will commit to completing the application and covering installation, whether that be through funding or labor. Shirley will talk to the Lioness Club and will provide a letter to Adrian Hurtado to present to the Lions Club. The VAC will fund an amount between \$2,000 and \$4,000; to be voted on at the March meeting.

e. Chamber of Commerce Liaison:

- i.** The Chamber is having a mixer at On the Beach B&B on Thursday, February 15th from 5:30 to 7:30.
- ii.** A breakfast at the Cass House Grill will take place on April 26th at 7:30 a.m. for business related discussions with Dan Dow and Ian Parkinson.

7. Future Agenda Items/New Business:

- a.** Whale Tail bench funding
- b.** 1st Street Beach Access presentations and update

8. Closing Comments:

- a.** All are encouraged to purchase Mermaid Ball tickets and make mermaids for the Mermaid March.
- b.** The Wine & Food Scholarship Fundraiser is on February 18th with the Sea Shanty catering and an auction; tickets are \$40 each.

9. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, March February 5th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

10. Adjournment: Meeting adjourned at 6:22 p.m.