

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

Draft Minutes

March 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:

Shaun Cooper, SLO County Parks
Bruce Gibson, SLO County Board of Supervisors
Cherie McKee, SLO County Board of Supervisors

Absent: Cindy Walton, Cayucos Vacation Rentals by Vacasa (unexcused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 6:02 p.m.
2. **Public Comment:** None
3. **Consent Items**
 - a. Approval of Minutes 2/5/18 Meeting: Richard Shannon made a motion to approve the Minutes of the February 5, 2018 meeting as presented. Jay Patel seconded the motion; motion carried.
4. **Presentation**
 - a. 1st Street Beach Access Update – Bruce Gibson and Shaun Cooper: Omni Design has provided Shaun with a preliminary design for the improvement. The pathway from the street will be made ADA Accessible to the landing and the stairs to the sand will be concrete and brought to code. Shaun said there would be room for a whale tail bench; Richard will send Shaun the installation specifications. An environmental review is to be done and then will be submitted to Coastal Conservancy. The project is currently operating within the budget. Cheryl asked about the waiving of County permitting fees; Shaun will connect with Cheryl on this to discuss further. It was requested that Shaun provide permission in writing confirming that the location will be suitable for the whale tail bench for timely completion of the BIG Application. Cheryl mentioned that the CBID and local fund boards have funded millions of dollars in projects, which have benefited the community, but there is little to no recognition or acknowledgement. Shaun and Bruce confirmed that a plaque or some sort of dedication and acknowledgement will be at the beach access.
5. **CBID Update/Programs Funded through Local Boards**
 - a. Local Fund Stat Summary: Coastal Discovery and Stewardship Celebration concluded and went really well and it is planned to continue in the future. The Strategic Immersion & Plan Development meetings are currently taking place; a draft plan will be available to local fund members at a meeting following the CBID Board Meeting in April.
 - b. The next CBID Board Meeting is scheduled for March 28th at 12:00 p.m. at the Apple Farm.
6. **Financials:** The contribution through January was 12.83%.
7. **Action Items**
 - a. Discussion/Clarification – Eroica California 2018: Clarification was provided that funds raised by this event are going directly to Eroica California for the event, rather than Hospice, which is different than years past. Eroica California will be having a dinner auction on Saturday evening, which Hospice will be the beneficiary of, but not the event itself. The VAC board stated that because the majority of their sponsored funds are going to fund the Cayucos rest stop, they are okay with the motion as it stands and will not rescind their motion or change the amount of funding previously approved.
 - b. Discussion & Vote for Approval – Whale Tail Bench Funding: The Rotary Club has agreed to fund \$3,000 for the project with the caveat that their logo and name be on the bench. Richard stated that a plaque can be put on the bench. Each funding organization will have their own plaque and fund themselves, with all plaques being uniform in size and lettering. Richard and Toni will meet with Sherry at the Rotary Club to

complete the BIG application, which is due on March 15th. Carol Kramer made a motion to approve funding in the amount of \$2,500 for the Whale Tail Benches. Richard Shannon seconded the motion; motion carried. The Lioness Club will be approached for additional funding as well. The proposed second location will be near the pier; Richard will present the proposed location to Shaun.

- c. Discussion & Vote for Approval – Letter of Support re: 2071 Windsor, Cambria: A Minor Use Permit for a vacation rental license, previously approved by the Board of Supervisors, was appealed by the citizens of Cambria and is now going to the Coastal Commission for a vote. The Coastal Commission staff has recommended approval. 43% of the licensed vacation rentals in Cambria are inactive, with 10% of inventory being retained due to owners holding license on their properties. The location of the home is at the end of the Fiscalini Ranch with plenty of parking and is an ideal location for a vacation rental. Letters of support have been received from the CBID, TMD, Cambria Local Fund Board, and another has been written on behalf of the VAC, if the board agrees to submit. It was agreed that the board should advocate supporting legal operations of vacation rentals. There are very few vacation rental related complaints and if the denying of Minor Use Permits continues, there will be very few rentals left. Carol stated that if the licenses are not being used, something needs to change. The Minor Use Permit process is currently the only legal way to get licensing on a rental that is within a specified distance of a licensed rental, whether the licensed rental is being used as such or not. Richard Shannon made a motion that the VAC submit the letter presented to the Coastal Commission supporting the Minor Use Permit of the Windsor property in Cambria. Toni LeGras seconded the motion; motion carried.

8. Committee Reports:

- a. STP Liaison: No report at this time.
- b. Marketing: No report at this time; however, Cheryl requested that the VAC revisit the conversation about marketing, as they are currently the only local fund group without an agency.
- c. Events: No report at this time.
- d. Beautification/Outreach: No report at this time.
- e. Chamber of Commerce Liaison: No report at this time.

9. Action Items/New Business

10. Future Agenda Items

- a. CAO Performance Appraisal (April)
- b. Marketing Discussion (May)

11. Closing Comments: None

12. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, April 2nd

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

13. Adjournment: Meeting adjourned at 6:56 p.m.