



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

Meeting Agenda

Monday, April 2, 2018
5:30 p.m. – 41 S. Ocean Avenue

- 1. Call To Order**
- 2. Public Comment** *(Please limit to 3 Minutes)*
- 3. Consent Items**
 - a. Approval of Minutes of 3/5/18 Meeting
- 4. CBID Update/Programs funded through Local Boards**
 - a. Local Fund Stat Summary
 - b. TOT Reporting by Lodging Type and Area
- 5. Financials** (Cindy Walton)
- 6. Action Items**
- 7. Committee Reports**
 - a. STP Liaison (Richard Shannon)
 - b. Marketing (Cindy and Toni)
 - i. Future Marketing Efforts
 - c. Events
 - d. Beautification/Outreach (Carol and Richard)
 - e. Chamber of Commerce Liaison (Toni and Carol)
- 8. New Business**
- 9. Future Agenda Items**
 - a. Discussion regarding Future Marketing Efforts
- 10. Closing Comments**
 - a. CAO Evaluation
- 11. Next Visitor Alliance of Cayucos Meeting**

Date: Monday, May 7, 2018
Time: 5:30 p.m.
Location: 41 S. Ocean Avenue, Cayucos
- 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"