

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

Draft Minutes

May 7, 2018 – 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:

Gil Igleheart, Keep Cayucos Clean

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

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

1. **Call to Order:** By Co-Chair Carol Kramer at 5:33 p.m.
2. **Public Comment:** Richard returned from California Association of Realtors convention in Sacramento and the Coastal Commission is attempting to create standards for rising ocean sea levels, which creates concern for property owners along the coast.
3. **Consent Items**
 - a. Approval of Minutes 3/5/18 and 4/2/18 Meetings: Richard Shannon made a motion to approve the Minutes of the March 5, 2018 meeting as written with no additions or corrections. Jay Patel seconded the motion; motion carried. Approval of the April minutes will take place at the June meeting, as Jay was not in attendance and would need to abstain from the vote.
4. **Presentation**
 - a. Keep Cayucos Clean, Gil Igleheart: Keep Cayucos Clean has been organizing the 4th of July cleanup for the past three years. Last year, 2 people complained about the tractor on the beach removing the seaweed and because there was no permit, Bob Yetter had the beach cleanup stopped while in progress. Special permission is being requested from the County and the State of California to allow for removal of the seaweed before the holiday. Debris from storms washes up on the beach, containing poison oak oils and the buildup of seaweed contributes to a large increase in beach flies. Keep Cayucos Clean is a registered DBA in the County with a tax identification number and is in the process of becoming a 501(c), as well as being trademarked. \$2,500 is being requested for the seaweed removal and beach cleanup with the hopes that the County and State permits comes through.
5. **CBID Update/Programs Funded through Local Boards**
 - a. Local Fund Stat Summary: Cambria is moving forward with “Zagstar”, a bike sharing program at a cost of \$10,000. The 1st Quarter year-over-year TOT report shows Cayucos up 9%.
 - b. Vacation Rental Activity Report: A report was provided that shows activity (TOT reporting) of licensed vacation rentals, showing the large percentage of rentals that hold vacation rental licenses that do not report TOT.
 - c. Strategic Planning Framework: A copy of the draft CBID marketing strategy was provided for those who were not in attendance of the April meeting in Cambria.
 - d. Mid State Fair display opportunity: A “Showcase of Cities” opportunity was presented for local communities at the Mid State Fair. The buildout of a space showcasing the area is at a cost of approximately \$5,000. There will be approximately 400,000 attendees with approximately 45% of those attendees being from out of the area.

- e. The next CBID Board Meeting is scheduled for May 23rd at 12:00 p.m. at the Apple Farm.
- 6. **Financials:** The contribution through March was 12.55% and the updated budget report was provided for review.
- 7. **Action Items:**
 - a. Discussion and Vote for Approval – Keep Cayucos Clean: Richard Shannon made a motion to approve funding in the amount of \$2,500 to Keep Cayucos Clean for the 4th of July beach cleanup and seaweed removal; Jay Patel seconded the motion. Discussion: Toni LeGras expressed her support of this request via e-mail. Richard feels that with 30,000 people coming to town over the 4th of July, it is extremely important to be sure that the town is clean and presentable during this popular holiday. It was also mentioned that the biggest complaint heard from people is the flies and debris on the beach, while the main reason visitors come to Cayucos is for the beach. The cleanup of the beach is an ongoing maintenance issue that needs to be completed on an annual basis during the high season for enjoyment of visiting guests. It was requested that Keep Cayucos Clean be approached and suggest that they reach out to other organizations in the future, as this item cannot be continued to be funded as a maintenance item. Richard amended his motion to read: the VAC will approve funding up to \$2,500 with any additional unused amount to be contributed to fund next years' cleanup. Jay Patel seconded the amended motion. Motion carried.
 - b. Discussion and Vote for Approval – Whale Tail Bench Application: The funding amount was previously approved, but a funding application had not been received. The application was presented and Richard Shannon made a motion to approve the funding application and request in the amount of \$2,500 for the whale tail benches; Jay Patel seconded the motion. Discussion: Toni LeGras expressed her support of this request via e-mail. Cheryl mentioned that a lot of people are excited about this. It may be two or three months before the VAC will know whether or not the BIG funding has been approved. Motion carried.
 - c. Discussion and Vote for Approval – Mid State Fair display opportunity: This item was discussed and it was felt the VAC's target market will not be reached through this promotion, as most visitors attending the fair are aware of Cayucos and are already in the area. Marketing funds would be best spent elsewhere.
 - d. Discussion and Vote for Approval – Letter of Resignation from Cindy Walton: The letter was read aloud. Richard thanked Cindy for her time on the board and her efforts are appreciated. A letter thanking Cindy for serving will be sent from Toni as well. Jay Patel made a motion to accept Cindy's letter of resignation; Richard Shannon seconded the motion. Motion carried.
- 8. **Committee Reports:**
 - a. STP Liaison: No report at this time.
 - b. Marketing
 - i. An opportunity has risen from a journalist who has requested to come to Cayucos. Typically, the LFA would manage that effort. The CBID's PR firm received the inquiry and they felt it was worth passing along. Richard and Jay volunteered a Sunday through Thursday stay at their respective lodging facilities for a time frame prior to June 15th.
 - c. Events: Eroica California went really well with nearly 500 riders coming through town (1,100 total). Wes will attend the June VAC meeting to present a follow up report. It is hoped that it will happen again next year, but another major sponsor is needed. The addition of the "newer bike" element brought more riders from the San Francisco and Los Angeles areas. No direct overnight stays were seen at On The Beach B&B; however, riders have said that they will be back to Cayucos. It was also heard that the "best food ever" was served at the rest stop. The weather was great, everyone was happy, and Carol didn't hear any complaining. If a future event is

brought to the beach, Cambria and Cayucos would have a matching funds opportunity. It was suggested that another organizer be brought in to manage the event.

- d. Beautification/Outreach:
 - i. 1st Street Beach Access update: An e-mail update was provided from Nick Franco. Follow up will need to take place regarding the County waiving permitting fees.
- e. Chamber of Commerce Liaison: The Street Faire took place and was enjoyed, unfortunately with not much participation from vendors. May Madness is Saturday, May 26th as a fundraiser for the 4th of July fireworks.

9. New Business

- a. Flyer drafting new members: The draft flyer was presented and reviewed. It was requested that members send feedback to Melissa.

10. Future Agenda Items

- a. Eroica Wrap Up (June)
- b. Coastal Commission Hearing Rulings (June)
- c. Sea Glass Festival Wrap Up (July)

11. Closing Comments:

- a. The windmill on Ash has been taken down and at a temporary storage property until permits can be obtained to transport and place it in its new location. It's possible that an application for the BIG will be completed next year once the permits are secured.
- b. Planks are being offered as a Vet's Hall fundraising effort; committee members are welcomed to help join the effort.
- c. A Facebook message was received regarding restoration of the wooden statues downtown, which could qualify for BIG funding; however, the statues are individually owned by the businesses, which may create a funding issue. The statues could be replaced but not restored.

12. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, June 4th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

13. Adjournment: Meeting adjourned at 6:28 p.m.