

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

**Draft Minutes**

April 2, 2018 – Cayucos Visitor's Center

**Board Members Present:**

Carol Kramer, Sea Shanty (Co-Chair)  
Toni LeGras, Beachside Rentals (Co-Chair)  
Richard Shannon, On the Beach B&B

**Others Present:**

None

**Absent:** Jay Patel, Cayucos Beach Inn (excused) and Cindy Walton, Cayucos Vacation Rentals by Vacasa (unexcused)

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

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1. **Call to Order:** By Co-Chair Toni LeGras at 5:38 p.m.
2. **Public Comment:** A "Thank You" card was received from the Sea Glass Festival committee for the 2018 sponsorship. The number of attendees was down approximately 40%, likely due to the rain; a full report will be given in the near future.
3. **Consent Items**
  - a. Approval of Minutes 3/5/18 Meeting: Due to a temporary lack of a quorum, the approval of the Minutes will be tabled until the May meeting.
4. **CBID Update/Programs Funded through Local Boards**
  - a. Local Fund Stat Summary: The Avila Beach Rural Road Trip Bucket List promotion just concluded and the promotion continues to be successful. A presentation and input session of the CBID's Strategic Marketing Framework will take place on April 25<sup>th</sup> from 2:00 to 4:00 p.m. at the Cambria Pines Lodge; attendance by local fund members is strongly recommended. SLOCAL will be hosting a tourism exchange on May 8<sup>th</sup> from 11:00 a.m. to 4:30 p.m.
  - b. TOT Reporting by Lodging Type and Area: The report that breaks down the TOT by lodging type per community was missing from the packet; however, Cheryl had a copy. The report shows that vacation rentals brought in more TOT than hotels/motels in Cayucos. Other reports were provided as well. Toni wonders where incorporated areas are comparatively and how those reports can be obtained; maybe SLOCAL can provide.
  - c. The next CBID Board Meeting is scheduled for April 25<sup>th</sup> at 12:00 p.m. at the Cambria Pines Lodge.
5. **Financials:** The contribution through February was 12.68%.
6. **Committee Reports:**
  - a. STP Liaison: No report at this time.
  - b. Marketing
    - i. Future Marketing Efforts: Cindy has not been available to meet and discuss marketing. Carol volunteered to meet with Toni and discuss where the VAC's future is in regards to marketing (social media, Cayucos website, etc...).
  - c. Events: Eroica California is taking place next weekend; Richard and Carol will meet to discuss the event. Cambria has been approached as a potential host site in 2019.
  - d. Beautification/Outreach: BIG Applications were submitted with total available funds of \$250,000. There is an opportunity and it is encouraged that board members write letters recommending an increase of the grant amount in the late summer. Toni attended the Rotary

Breakfast to thank them for the Whale Tail Bench Application and support, and to speak on behalf of the VAC in regards to projects.

e. Chamber of Commerce Liaison: No report at this time.

**7. New Business**

a. The VAC could use another board member; perhaps a local vacation rental owner that might be available. It was suggested that Melissa create a flyer and send to lodging owners and a notice be posted. It will need to be clarified with Cindy whether she would like to continue to serve on the board or not. The board should be comprised of 2/3 lodging constituents and 1/3 non-lodging constituents. Toni mentioned that the Bylaws state that the Chairs' terms are to not exceed four years; however, both co-chairs have. If no other board members volunteer, the Chairs will continue to serve in their positions.

**8. Future Agenda Items**

a. Discussion regarding future marketing efforts

**9. Closing Comments:**

a. Richard will not be able to attend the May 7<sup>th</sup> Meeting.

b. CAO Performance Appraisal: Each present board member completed an appraisal; Melissa will average the results and submit a final copy to the County.

**10. Next Visitor Alliance of Cayucos Meeting:**

Date: Monday, May 7<sup>th</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**11. Adjournment: Meeting adjourned at 6:26 p.m.**