



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

"To promote and enhance the lodgings and businesses of Cayucos for the sustainable social and financial betterment of the community as a whole"

Meeting Agenda

Tuesday, October 1, 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 9/19/18 Minutes

4. Presentation *(Please limit to 15 Minutes)*

- a. TJA Advertising – John Sorgenfrei

5. CBID Update/Programs funded through Local Boards

- a. Evaluation Process Feedback – Laila Kollman *(Please allow 10 Minutes)*
- b. Local Fund Stat Summary
- c. BIG Projects Funded

6. Financials

- a. Reserve Funds Discussion

7. Action Items

- a. Discussion and Vote for Approval – TJA Advertising

8. Committee Reports

- a. STP Liaison (Richard Shannon)
- b. Marketing (Toni and Carol)
- c. Events
- d. Beautification/Outreach (Carol and Richard)
 - i. 1st Street Beach Access update
 - ii. Whale Tail benches update
- e. Chamber of Commerce Liaison (Toni and Carol)

9. New Business

10. Future Agenda Items

- a. Presentation and Vote for Approval – 2019 Cayucos Sea Glass Festival (November)

11. Closing Comments

12. Next Visitor Alliance of Cayucos Meeting

Date: Monday, November 5, 2018
Time: 5:30 p.m.
Location: 41 S. Ocean Avenue, Cayucos

13. Adjournment