

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

Draft Meeting Minutes

September 19, 2018 – Cayucos Visitor’s Center

Board Members Present:

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

Others Present:

Wesley Hatakeyama, Eroica California
Amedeo Polito, Eroica

Absent: None

CBID: Shirley Lyon

1. **Call to Order:** By Co-Chair Toni LeGras at 5:42 p.m.
2. **Public Comment:** None
3. **Consent Items**
 - a. Approval of Minutes 4/2/18 Meeting: Richard Shannon made a motion to approve the Minutes of the April 2, 2018 meeting as written with no additions or corrections. Toni LeGras seconded the motion; motion carried with Jay abstaining, as he was not in attendance.
 - b. Approval of Minutes 5/7/18 Meetings: Carol Kramer made a motion to approve the Minutes of the May 7, 2018 meeting as written with no additions or corrections. Richard Shannon seconded the motion; motion carried with Toni abstaining, as she was not in attendance.
4. **Presentation**
 - a. Eroica California 2019: Cambria will replace Paso Robles as the 2019 event host location. The community has approved funding of the event as well as San Simeon. Amedeo is the international event coordinator for Eroica Worldwide. Registration opens in October and the event is scheduled for April 6th and 7th. The event has a new website as well as a new marketing firm. Three routes will go through Cayucos with an estimated 1,000 riders; only the shortest route will not come through. With 92-95% of Eroica California attendees being from out of the area, accommodations will be needed and Cambria will not have enough rooms to accommodate everyone, so Cayucos will be the next closest location. The Eroica site will include either a link to one website with individual lodging constituents listed or Eroica Travel can be used, which will include packages for riders (no additional charges for lodging constituents). Andrea is the Travel Coordinator who will visit participating communities (in October or November) to view accommodations and get details on each lodging facility and local areas in order to create descriptive packages for riders. International visitors, especially European visitors, would likely stay for at least a week. Toni suggested that a meeting be set up with Andrea and all lodging constituents to discuss the accommodations that each facility offers and further packaging details. Eroica requested that if Cayucos approves funding, a VAC affiliate coordinate the process for obtaining the permit(s) and fencing (\$750 in permit costs and \$350 in fencing costs are included in total funds requested). The ride will start at 5:00 a.m. and the first stop will be Cayucos, requiring the rest stop to provide breakfast foods (ex: scones, coffee, hard boiled eggs, quiche, breakfast burritos, fruits, bananas, water, mimosas if alcohol is desired, etc...). The riders will then climb Santa Rita Creek Road, so carbohydrates will be needed.

5. CBID Update/Programs Funded through Local Boards

- a. Local Fund Stat Summary: Collected TOT from Airbnb will be distributed based on CBID contribution percentages. Ragged Point had a significant increase in page views, which likely was a result of the reopening of Highway 1 and the Dream Drive.
- b. BID Bunch: A group of 11 individuals have been contracted, each with their own set of skills and expertise, and will be working together in place of a marketing firm. Their bios were provided for review in the board packet.
- c. The next CBID Board Meeting is scheduled for September 26th at 12:00 p.m. at the Apple Farm.

6. Financials:

- a. 2017-2018 Fiscal Year Budget Report Review: The fiscal year closed with approximately \$124,000 in the operating account and \$80,000 in Reserve Funds.
- b. 2018- 2019 Fiscal Year Proposed Budget Review: The budget was presented with the same allocation percentages as the 2017-2018 fiscal year.
- c. Reserve Funds Discussion: This Agenda item was not discussed and will be tabled to the next meeting.

7. Action Items:

- a. Discussion and Vote for Approval – 2018-2019 Fiscal Year Budget: Richard Shannon made a motion to approve the 2018-2019 Fiscal Year budget as presented. Toni LeGras seconded the motion; motion carried.
- b. Discussion and Vote for Approval – Eroica California 2019: There are sufficient funds in the budget, as the budget for Events is over \$64,000. The food budget will need to be increased, as there will be more riders than 2018. This will be a great way to showcase Cayucos to international visitors and the board really appreciates that there seems to be more organization and marketing efforts this time around. Carol Kramer made a motion to approve funding in the amount of \$15,000 with \$7,500 going directly to Eroica and the other \$7,500 going towards food and hosting of the rest stop, as well as permits and fencing costs; any remaining funds will then be provided to Eroica. Richard Shannon seconded the motion. Discussion: When Andrea comes into town, a meeting will be held with all lodging constituents to discuss packaging options. Motion carried.

8. Committee Reports:

- a. STP Liaison: Richard and Gil are working with Katie to set a date to discuss future beach cleanup Stewardship events.
- b. Marketing:
 - i. TJA will be present at the October 1st meeting for an introduction and presentation. Carol and Toni will meet with them following the meeting to discuss further details.
- c. Events: Previously discussed.
- d. Beautification/Outreach:
 - i. Board Member Recruitment Flyer and Process: Bruce Boots of Beach Bums Bevs & Bites may be interested in joining the board following a conversation with Richard. A list of lodging and non-lodging constituents was provided to the board to assist in the recruitment process.
 - ii. 1st Street Beach Access Update: The County has responded to a letter from the Coastal Commission with questions regarding the project.
 - iii. Whale Tail Benches: Funding was approved for the two benches. Richard saw a sea glass mosaic bench in La Jolla and will bring photos to share with the board at the next meeting.
- e. Chamber of Commerce Liaison: The new website is up and running; it was suggested that members view their profiles to confirm accuracy and photo quality. The 4th of July resulted in a

net income, rather than net loss for the first time in a very long time. The Annual Car Show and Antique Street Faire are coming up.

9. New Business: None

10. Future Agenda Items

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

11. Closing Comments: None

12. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, October 1st

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

13. Discussion ended at 6:37 p.m.