

# Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

## Draft Meeting Minutes

November 5, 2018 – 41 South Ocean Avenue

### Board Members Present:

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

### Others Present:

Katie Sturtevant, Sea Glass Festival

**Absent:** Jay Patel, Cayucos Beach Inn (excused)

**CBID:** Laila Kollman and Shirley Lyon

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1. **Call to Order:** By Co-Chair Toni LeGras at 5:30 p.m.
2. **Public Comment:** None
3. **Consent Items:**
  - a. Approval of 10/1/18 Minutes: To be tabled until December meeting, as Toni would need to abstain.
  - b. Approval of 10/8/18 Minutes: To be tabled until December, as Richard would need to abstain.
4. **Presentation**
  - a. 2019 Cayucos Sea Glass Festival – Katie Sturtevant: 2019 will mark the festival's 9<sup>th</sup> year. Without funding from the VAC, the festival would not be able to reach the out of area markets, which make up for 60-65% of attendees. The 3-day festival will begin with the Mermaid Ball on Friday, March 8<sup>th</sup> and the Mermaid March will continue to be a month-long event. Four newsletters are sent out throughout the year promoting Cayucos and the database is shared with the VAC and the Chamber. New in 2019 will be the incorporation of small talks, walks, and lectures about the culture and history of Cayucos; the festival will work with the Land Conservancy and the Cayucos Historical Society on the events. The festival is requesting \$7,000 from the VAC, which will be used solely for out of area marketing. The funding would provide \$3,000 for targeted online marketing; \$2,000 for print advertising; \$1,000 for the Sweepstakes Contest; and \$1,000 for distribution of the press release.
5. **CBID Update**
  - a. Local Fund Stat Summary: Coastal Discovery Stewardship Celebration is approaching in January and February. The Disney film "Oceans" will be reshown for seven Saturdays with two showings per evening. The Highway 1 Discovery Route and Heritage Trail will also be launched during that time. The BID Bunch is doing really well and some great progress has been made in the past 30 days with several great PR wins.
  - b. Marketing Summary: Tabled to December meeting when Cheryl is available to present.
  - c. Media Plan: Tabled to December meeting when Cheryl is available to present.
  - d. 2019 BIG Application: A copy of the application was included in the board packet and will be due in January. \$90,000 in grant funds will be available in 2019.
  - e. The CBID will next meet on Wednesday, November 28<sup>th</sup> at 12:00 p.m. at the Apple Farm.
6. **Financials**
  - a. Reserve Funds Discussion: There is currently \$80,000 in the account. The board would like to continue to accrue and save the funds until the right project comes along.

## **7. Action Items:**

- a. Discussion and Vote for Approval – TJA Advertising: A social media presence is needed; however, some concern was expressed that TJA may not be the right fit for the board. Carol would like to see someone who is local and has a vested interest in the community take on the role. The board members will continue to investigate other options.
- b. Discussion and Vote for Approval – 2019 Cayucos Sea Glass Festival: Richard made a motion to approve the Funding Application in the amount of \$7,000, pending approval by the CBID board. Toni seconded the motion. Discussion: Carol believes that the amount is too high to be allocated towards advertising. Richard mentioned that his occupancy rates during that time of year were at 40-50% prior to the festival and now they are at 100%. Carol feels that people will attend with or without the advertising. Toni feels that \$7,000 is fair after reviewing the way in which the funds would be allocated. Richard and Toni voted in favor of the motion while Carol opposed. It was then questioned whether or not a vote by the majority of the quorum would pass a motion or if a majority of the board is required. A review of the bylaws will be required; however, Carol rescinded her opposition and voted in favor of the motion; motion carried.

## **8. Committee Reports**

- a. STP Liaison (Richard Shannon): Katie, Gil, and Richard will be meeting to discuss the 4<sup>th</sup> of July cleanup potentially becoming a Stewardship event in 2019.
- b. Marketing (Toni and Carol): The committee will try to identify new and local “talent” for a proposal; someone who understands the community and the locals. It was suggested that the social media pages incorporate reaching out to locals as well to open up the lines of communication.
- c. Events: Stephen Perez is the Director of Indo Jax Surf Charities (for empowerment of disadvantaged, medically fragile, and special needs children), who recently hosted a “test” surf camp in Cayucos. He is interested in bringing a larger camp to Cayucos next year and was provided with an Event Funding Application, although the event may not fit the criteria. Also, the camp is hosted during the summer when children are out of school and able to travel.
- d. Beautification/Outreach (Carol and Richard)
  - i. 1<sup>st</sup> Street Beach Access update: No new report at this time.
  - ii. Whale Tail benches update: Each contributing group will provide their own plaque, which will be approximately a 5x7. Richard will bring samples back to the board to determine the style. Three locations were offered by County Parks, although Carol suggested waiting until the Vets Hall is complete, as there will likely be available space in the courtyard, which will also be revamped. It was asked if the bench could be placed on the pier.
- e. Chamber of Commerce Liaison (Toni and Carol): The Antique Street Fair was a great event. The Car Show also went really well with 290 cars and more on the waiting list. The Christmas tree lighting and Open House will be held on December 8<sup>th</sup>. Ideas on how to bring visitors to town during this time are welcomed. More banners are needed for the poles along Ocean Avenue, which could be a potential infrastructure project.

## **9. New Business**

- a. Set Special Meeting Date and Time (Eroica Tour Operator): The meeting will take place on Tuesday, November 20<sup>th</sup> at 4:00 p.m. at a to-be-determined location – pending confirmation from the Eroica staff. Melissa will create a letter and provide to members, who will each notify 4 lodging constituents personally. Richard volunteered to bring appetizers and Laila will bring beverages.

## **10. Future Agenda Items**

- a. Welcoming Banners/Signage

## **11. Closing Comments: None**

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

Date: Monday, December 3<sup>rd</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**13. Adjournment:** 6:40 p.m.