

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

Meeting “Notes”

July 9, 2018 – Cayucos Visitor’s Center

Board Members Present:

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

Others Present:

Absent: Carol Kramer, Sea Shanty (excused – Co-Chair) and Jay Patel, Cayucos Beach Inn (excused)

CBID: Cheryl Cuming (CAO) and Shirley Lyon

1. Public Comment: None

2. Consent Items

- a. Approval of Minutes 4/2/18 and 5/7/18 Meetings: Due to a lack of a quorum, approval of the Minutes will need to take place at the August meeting.

3. CBID Update/Programs Funded through Local Boards

- a. Local Fund Stat Summary: The CBID concluded their relationship with their core marketing team at the end of June. The transition will create a decrease in website visits; although, currently length of time on the site is longer and the bounce rate (e-newsletter) is smaller. The e-mail database is being trimmed and social media will continue to be maintained. A lot of changes are coming including bringing on different contractors with specific job descriptions and a simplification of the website. January through June TOT figures were provided with Cayucos up 2%. Airbnb collections have still not been distributed to the communities. Discussion regarding if LFA percentage contributions can be used or if Airbnb Agreement is for the entire county.
- b. Highway 1 Discovery U: Code of Civility was discussed and will hopefully come in handy for board members and other local groups and organizations.
- c. The next CBID Board Meeting is scheduled for July 25th at 12:00 p.m. at the Apple Farm.

4. Financials: The contribution through May was 12.29% and an updated budget report was provided for review.

5. Action Items:

- a. Discussion and Vote for Approval – 2018-2019 Fiscal Year Budget: No discussion, as a quorum would be needed for a vote.
- b. Highway 1 Reopening Promotion: The CBID has been meeting with SLOCAL, Visit California, and the San Simeon and Cambria LFAs. SLOCAL has been asked to create a relationship with Visit California, who has created the Highway 1 “Dream Drive” – a caravan of over 80 vintage vehicles traveling from Monterey to Morro Bay on Thursday, August 9th, with journalists riding along and enjoying an extended stay at the end of the drive. Local areas have been asked to donate rooms to accommodate the journalists, with many doing so already. The journalists would also need meals, so the CBID would match whatever the VAC can provide. Due to the lack of a quorum, no vote can occur; however, Toni as the Co-Chair can approve up to \$1,000 in discretionary funding. It was asked if Cayucos could commit to 5-10 rooms. SLOCAL will contact lodging properties to make the request. SLOCAL is funding \$45,000 and requesting north coast communities to fund \$10,000, with possible matching funds of \$5,000.

6. Committee Reports:

- a. STP Liaison: Richard has spoken with Gil and they will meet with Katie to discuss beach cleanup events for 2019.
- b. Marketing: Melissa will invite TJA to the August meeting in hopes that there will be a good board presence.
- c. Events: Cheryl is working with someone with the "Race of Gentlemen", a vintage airplane/motorcycle/car show. She is hoping to work out a show between San Simeon and Cayucos that could bring thousands of visitors.
- d. Beautification/Outreach:
 - i. The Chamber has a new board. Toni attended a meeting and invited them to the VAC meeting in hopes of creating a potential partnership and collaborations. Toni also provided them with vacation rental details regarding the "rewriting" of the ordinance by the Citizens Advisory Council.
 - ii. 1st Street Beach Access: 90% of the construction documents have been received and submitted to the Coastal Commission. The estimated amounts are \$166,000, including a 30% contingency fund.
 - iii. Whale Tail Benches: The Agreement has been sent to the Rotary but has not been signed and returned to the County. Melissa will contact Sherry to find out the status.
- e. Chamber of Commerce Liaison: No report at this time.

7. New Business: None

8. Future Agenda Items

- a. Long-Term Capital Reserve Fund Discussion (how to use funds)

9. Closing Comments: None

10. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, August 6th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

11. Discussion ended at 6:35 p.m.