



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

Monday, November 5, 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 10/1/18 Minutes
 - b. Approval of 10/8/18 Minutes
- 4. Presentation** *(Please limit to 15 Minutes)*
 - a. 2019 Cayucos Sea Glass Festival – Katie Sturtevant
- 5. CBID Update/Programs funded through Local Boards**
 - a. Local Fund Stat Summary
 - b. Marketing Summary
 - c. Media Plan
 - d. 2019 BIG Application
- 6. Financials**
 - a. Reserve Funds Discussion
- 7. Action Items**
 - a. Discussion and Vote for Approval – TJA Advertising
 - b. Discussion and Vote for Approval – 2019 Cayucos Sea Glass Festival
- 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**
 - a. Set Special Meeting Date and Time (Eroica Tour Operator)
- 10. Future Agenda Items**
- 11. Closing Comments**
- 12. Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, December 3, 2018
Time:	5:30 p.m.
Location:	41 S. Ocean Avenue, Cayucos

13. Adjournment

ADA NOTICE: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the local fund area administrator (Melissa Kurry – 805-471-4305) at least 48 hours in advance of the meeting.