

Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Draft Meeting Minutes

October 1, 2018 – 41 South Ocean Avenue

Board Members Present:

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

Others Present:

John Sorgenfrei, TJA Advertising

Absent: Toni LeGras, Beachside Rentals (Co-Chair)

CBID: Cheryl Cuming (CAO), Laila Kollman, and Shirley Lyon

1. **Call to Order:** By Co-Chair Carol Kramer at 5:31 p.m.
2. **Public Comment:** None
3. **Consent Items**
 - a. Approval of Minutes 9/19/18 Meeting: Richard Shannon made a motion to approve the Minutes of the September 19, 2018 meeting as written with no additions or corrections. Jay Patel seconded the motion; motion carried.
4. **Presentation**
 - a. John Sorgenfrei, TJA Advertising:
 - i. Social Media Proposal: TJA, along with Mental Marketing, had previously served as the core marketing agency for the CBID. TJA continues to work with the CBID with social media efforts. Kaci has recently moved to San Diego, but she is able to work remotely and she will return periodically. TJA's goal would be to re-engage current social media fans as well obtain new ones, with the ultimate goal of creating overnight stays in Cayucos. Social media drives website traffic as well as increases Search Engine Optimization. TJA currently works with Nipomo/Oceano and the Avila Beach LFAs. Additional goals would be to increase brand awareness and engagements, drive website traffic, and generate new leads. Over 70% of people get their content from their mobile devices, so mobile advertising would be included. Promotional efforts would include boosting social media (Facebook and Instagram) posts; shoulder season campaigns to increase shoulder season bookings; and specific targeting methods. TJA proposed a 3 month campaign for social media content and management (\$5,700) as well as a 2 month social media campaign (\$3,000) to re-engage the VAC's fans. Cheryl suggested that a four-month campaign be considered to include the overlay of CBID shoulder season promotions (November through February). After four months, services may be scaled back depending on the results and how the board would like to continue. It was mentioned that Kaci is the Social Media Administrator for the Sea Glass Festival; the committee manages the page throughout the year and then Kaci takes over during the Festival's 3 most critical months.
 - ii. Website Proposal: TJA's webmaster provided a proposal; however, administrative access would be needed to see what would entirely be entailed. The website is currently running off of an old Highway 1 Discovery Route API feed and would need to be brought up to date with current codes. The webcam link is also outdated. The proposal includes a one-time Discovery Phase with a not-to-exceed of 35 hours for a total of \$3,325 (\$95/hour) and Maintenance/Updating monthly hours of 10 for a total of \$950. A

decision on the website (continue with Visit Cayucos CA page or direct to destination page of Highway 1 Discovery Route) will need to be made prior to social media promotions, as the goal will be to drive traffic to a website.

5. CBID Update/Programs Funded through Local Boards

- a. Evaluation Process Feedback – Laila Kollman: CAO evaluations were completed by LFAs, Admins, and the CBID Board. Laila summarized some of the tasks that Cheryl does on a monthly basis and shared comments and suggestions provided from the LFAs.
- b. Local Fund Stat Summary: The website has been revamped and members were encouraged to check it out. The new strategic marketing plan will be reviewed in 2019. New H1DR maps have been printed and will be delivered soon; include information on local Farmers’ Markets.
- c. BIG Projects Funded: A list of project applications were reviewed – the Whale Tail benches were approved and was the only project to receive the full amount of funding requested. The total project funds will be limited to \$90,000 in 2019.
- d. The next CBID Board Meeting is scheduled for October 24th at 12:00 p.m. at the Apple Farm.

6. Financials:

- a. Total contribution through August was 13.47%. The current marketing budget, not including anticipated collection funds, is at almost \$35,000.
- b. Reserve Funds Discussion: Due to Toni’s absence, this will be moved to the November meeting.

7. Action Items:

- a. Discussion and Vote for Approval – TJA Advertising: Due to Toni’s absence, this will be moved to the November meeting.

8. Committee Reports:

- a. STP Liaison: No report at this time.
- b. Marketing: Previously discussed.
- c. Events:
 - i. Eroica was overpaid in error for the 2018 event; that amount of \$1,999 will be deducted from the 2019 amount.
 - ii. Richard would like to see Cayucos put on an event similar to Cambria’s Scarecrow Festival. Discussion followed on how to vamp up the Mermaid March and get more merchants involved and participating.
- d. Beautification/Outreach:
 - i. 1st Street Beach Access Update: Toni sent a request for a letter of support for the 1st Street Beach Access; however, only Laila received the e-mail. Melissa will touch base with Toni and find out what is needed.
 - ii. Whale Tail Benches: Richard will get in touch with Bud Bottoms this week. The BIG funds will be sent to the Rotary Club. The first bench will be installed at the 1st Street Beach Access, which has an undetermined date of completion. The location of the second bench will still need to be defined by the County – as the pier location was decided upon, but unconfirmed. Melissa will reach out to Bob Yetter for a list of available locations for the second bench that would be near the pier. The funds should be disbursed within a 12-month period.
- e. Chamber of Commerce Liaison: No report at this time.

9. New Business: None

10. Future Agenda Items

- a. Presentation and Vote for Approval – 2019 Cayucos Sea Glass Festival (November)
- b. Reserve Funds Discussion (November)
- c. Discussion and Vote for Approval – TJA Advertising (November)

11. Closing Comments: None

12. Next Visitor Alliance of Cayucos Meeting:

Date: Monday, November 5th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

13. Adjournment: 6:43 p.m.