

Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Draft Meeting Minutes

January 14, 2019 – 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:

None

Absent: Jay Patel, Cayucos Beach Inn (unexcused)

CBID: Laila Kollmann and Shirley Lyon

1. **Call to Order:** By Co-Chair Toni LeGras at 5:31 p.m.

2. **Public Comment:**

- a. The North Coast Advisory Council will hold a forum to discuss vacation rental issues on Wednesday, January 16th at 5:30 p.m. at the Cambria Vets Hall; attendance is encouraged.
- b. As representatives of the CBID, Laila and Shirley provided their thoughts on Danna's proposal. Laila appreciates Danna's work; however, she feels that the request might be a little high, as it was questioned whether or not 15 hours per week of work is available for the role. Shirley expressed concern that the Instagram and YouTube platforms are not included in the proposal and that the VAC does not currently have an active website for fans to be directed to.

3. **Action Items:**

- a. Discussion and Vote for Approval – Danna Dykstra-Coy: Richard mentioned that some organizations no longer have their own websites, but instead use Facebook. While he is not sure whether or not she will use the 15 hours per week, she has the spirit of Cayucos and would like to do a test run for 6 months and re-evaluate at that time. The rate would be \$50/hour, which seems reasonable. If she finds that she is spending less than 15 hours per week on the items outlined in the proposal, she can use the remaining hours to start working with Instagram. It was requested that monthly stat reports be provided for progress updates. Carol Kramer made a motion to accept Danna's proposal as written, for a period of 6 months beginning February 1, 2019 at \$3,200/month, with \$200/month being used for Facebook advertising, and any available hours be used for focusing on Instagram. Richard Shannon seconded the motion. Discussion: the agreement can be cancelled by either party with 30 days' written notice. Motion carried.

4. **Future Agenda Items:** None

5. **Closing Comments:** Katie, Gil, and Richard are meeting on Wednesday, January 23rd at 3:30 p.m. at the Visitor's Center to discuss the 4th of July cleanup event.

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

Date: Monday, February 11th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

7. **Adjournment:** 5:42 p.m.