

# Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

## Draft Meeting Minutes

December 10, 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:

None

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

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

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1. **Call to Order:** By Co-Chair Toni LeGras at 5:32 p.m.
2. **Public Comment:** The Cayucos Christmas Open House turned out really nice and the lights on the pier are a very nice touch.
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 meeting, as Richard would need to abstain.
  - c. Approval of 11/5/18 Minutes: Richard Shannon made a motion to approve the Minutes of the November 5, 2018 meeting as written. Carol Kramer seconded the motion; motion carried.
4. **CBID Update**
  - a. Local Fund Stat Summary: The first campaign with the BID Bunch has launched and good progress is being made. Coastal Discovery and Stewardship Celebration will be launching soon and more information will be shared in the next month. Disney's film "Oceans" will be shown again at Hearst Castle twice a day on each Saturday during the Celebration.
  - b. Marketing Summary: The Executive Summary was briefly reviewed and reinforces the message that Highway 1 is open. Two campaigns will target the "Freewheeling Soul Seeker" and the "Mama Soul Seeker"; and the third will focus on Coastal Discovery and Stewardship Celebration.
  - c. Media Plan: The media plan was available for review and it was stated that Hilary has gained some great public relation wins recently.
  - d. Progress on distribution of Airbnb TOT: Some progress has been made; however, the numbers are not firm yet. Once the reporting has been complete, the VAC can expect to see a sizable amount of funding added to their collection.
  - e. The CBID will next meet on Wednesday, December 19<sup>th</sup> at 12:00 p.m. at the Apple Farm.
5. **Financials:** The budget report has not been updated since the November meeting.
6. **Committee Reports**
  - a. STP Liaison (Richard Shannon): Gil and Richard will be getting together to discuss the Keep Cayucos Clean event.
  - b. Marketing (Toni and Carol): Richard suggested the board invest in billboard advertising rather than hiring a marketing firm. Many people drive by Cayucos rather than through, a location somewhere before the turn off would be ideal. Cheryl mentioned that the CBID is trying a new campaign with SEO (search engine optimization) with Los Osos and Cayucos acting as the test areas, so will have those statistics soon. Laila asked if it would be worthwhile to have TJA and Kaci on for three months or at least just temporarily until time can be taken to find someone on

a more permanent basis. The board was encouraged to look at the new destination page and will review together at the January meeting.

- c. Events: No report at this time; however, members are encouraged to promote the Coastal Discovery and Stewardship Celebration.
- d. Beautification/Outreach (Carol and Richard)
  - i. 1<sup>st</sup> Street Beach Access update: Shaun Cooper sent an e-mail that funding has nearly been secured and should be ready for construction bids in early 2019 and construction to commence in April.
  - ii. Whale Tail benches update: No update at this time.
- e. Chamber of Commerce Liaison (Toni and Carol): Following a successful Christmas in Cayucos Open House, the next event will be the annual Polar Bear Dip on the 1<sup>st</sup>.

**7. Future Agenda Items**

- a. Welcoming Banners/Signage: The Cayucos Fire Department had previously hung the banners, but with the dissolution this year, James Molnar and Robert Enns contributed their time and efforts to hang the holiday banners. It is hoped that Estero Fire Station 16 will be able to replace the holiday banners for the Sea Glass Festival banners. The vinyl banners run from \$78 - \$170 with higher quality banners running between \$100 and \$300. There are 18 poles from which banners can be hung. Discussion followed regarding the use of the school wall for a painting. The school would need to provide permission for painting. Carol and Richard will talk with the principal and will discuss further at the next meeting.
- b. 2019 Meeting Dates: Possibility of moving the meeting(s) to the second Monday of each month after January.

- 8. Closing Comments:** South Lake Tahoe has placed a ban on vacation rentals. San Diego passed a very restrictive ordinance; however, it was rescinded. An economic study needs to be completed as well as gaining the support of individuals, groups, and organizations, such as SLOCAL and the Scenic Coast Association of Realtors.

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

Date: Monday, January 7<sup>th</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

- 10. Adjournment:** 6:32p.m.