

Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Draft Meeting Minutes

January 7, 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:

Danna Dykstra-Coy, Danna Joy Images

Absent: Jay Patel, Cayucos Beach Inn (excused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:31 p.m.
2. **Public Comment:**
3. **Consent Items:**
 - a. Approval of 10/1/18 Minutes: To be tabled until February meeting, as Toni would need to abstain.
 - b. Approval of 10/8/18 Minutes: To be tabled until February meeting, as Richard would need to abstain.
 - c. Approval of 12/10/18 Minutes: Richard Shannon made a motion to approve the Minutes of the December 10, 2018 meeting as written. Carol Kramer seconded the motion; motion carried.
4. **Presentation**
 - a. Social Media Marketing, Danna Dykstra-Coy: Danna is a local and professional photographer with a background in communications and journalism. She posts on Facebook every day and most of her photos are taken in Cayucos with an incorporation of local flair. She is also the photographer for the City of Morro Bay Tourism Board. Carol feels that if the VAC works with Danna, it may be beneficial for the community to see that the board is using locals to market and photograph the area. Danna is willing to allow her photos to be used on the CBID FLICKR account as well. Further discussion of a proposal needs to take place with a set number of hours. The proposal should include a scope of work, photo usage permissions, a time frame, and amount. Discussion included that the time frame can sync with the fiscal year at the end of June and an extended contract can be re-visited at that time. Instagram posting should also be included. Cheryl mentioned that the board also needs to consider what they want to do with their website so that potential visitors have somewhere to go for more information.
5. **CBID Update**
 - a. Local Fund Stat Summary: The “Open for Everything” campaign has launched, which will overlap with the Coastal Discovery and Stewardship Celebration. The History & Heritage Trail has been launched with 21 locations throughout the CBID region and an interactive map is available on the website. New videos titled “Find Your Wonder” have been created and posted on Instagram TV as well. The BIG Application is due on January 18th. A report should be presented at the January CBID Board Meeting in regards to the AIRBNB TOT collection. A test of Search Engine marketing was done at \$40/day for the month of December and resulted in an increase in destination page views – 430 total in December. Constituents are encouraged to promote Coastal Discovery and Stewardship Celebration as well as sharing of blogs and newsletters with guests.
 - b. The CBID will next meet on Wednesday, January 23rd at 12:00 p.m. at the Apple Farm.

6. Financials: The budget report was updated with the October financials.

7. Committee Reports

- a. STP Liaison (Richard Shannon): Richard spoke with Katie and they are going to schedule a meeting with Gil for the beach cleanup event.
- b. Marketing (Toni and Carol):
 - i. Danna will create a proposal for review and a vote at the February meeting.
 - ii. Toni has some concerns about the H1DR website. Some of the logos are not sized properly and therefore requested that constituents be contacted for correct displaying of their logos and photos. Cheryl would like the board to provide the CBID with a list of requested changes and/or a list of items they would like added to the destination page, in order for the VAC to be content with the destination page to be used as their website. San Simeon hired a professional photographer to photograph their lodging properties, which may be one solution for Cayucos.
- c. Events: There has been no communication from the staff at Eroica California; Melissa, Cheryl, and Richard will reach out for a status update.
- d. Beautification/Outreach (Carol and Richard)
 - i. 1st Street Beach Access update: No update at this time.
 - ii. Whale Tail benches update: No update at this time.
- e. Chamber of Commerce Liaison (Toni and Carol): The Polar Bear Dip was a huge success.

8. Action Items:

- a. Discussion and Vote for Approval – Danna Dykstra-Coy: No proposal received, will table until the February meeting. Carol would like to call a special meeting prior to February to review and vote on a proposal.

9. Old Business:

- a. Welcoming Banners/Signage/School Mural: Richard put in a call to Liz and Carol spoke with someone at the school about putting up a banner. The idea will need to be presented to the school board.

10. New Business:

- a. 2019 Meeting Dates: The monthly VAC meetings will now be moved to the second Monday of each month, beginning February 11th.

11. Future Agenda Items

- a. Discussion and Vote for Approval – Danna Dykstra-Coy

12. Closing Comments:

- a. A Special Meeting will be held on Monday, January 14th, pending the receipt of a proposal from Danna Dykstra-Coy, to discuss and vote on said proposal.
- b. South Lake Tahoe placed a ban on vacation rentals; however, a judge placed an injunction on that ban.

13. Next Visitor Alliance of Cayucos Special Meeting:

Date: Monday, January 14th
Time: 5:30 p.m.
Location: Cayucos Visitor's Center

14. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, February 11th
Time: 5:30 p.m.
Location: Cayucos Visitor's Center

15. Adjournment: 6:34 p.m.