



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, March 4, 2019

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 2/11/19 Minutes
- 4. CBID Update/Programs funded through Local Boards**
 - a. Local Fund Summary/January H1DR Marketing Roll Up
 - b. CBID Strategic Marketing Plan Progress Report
 - c. CBID Organizational Structure
- 5. Financials**
- 6. Committee Reports**
 - a. Beautification/Outreach (Carol and Richard)
 - i. 1st Street Beach Access update – Shaun Cooper, Parks and Recreation
 - ii. Whale Tail benches update
 - b. Marketing (Toni and Carol)
 - c. Events
 - i. Eroica California update
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
- 7. Action Items**
 - a. Discussion and Vote for Approval – CrowdRiff Training
- 8. Old Business**
 - a. Welcoming Banners/Signage/School Painting
- 9. New Business**
- 10. Future Agenda Items**
 - a. STP Update – Katie Sturtevant (April or May)
- 11. Closing Comments**
- 12. Next Visitor Alliance of Cayucos Meeting**

Date:	Monday, April 8, 2019
Time:	5:30 p.m.
Location:	41 S. Ocean Avenue, Cayucos
- 13. Adjournment**