

Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Draft Meeting Minutes

February 11, 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 (excused)

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

1. **Call to Order:** By Co-Chair Toni LeGras at 5:35 p.m.
2. **Public Comment:** Jay may have to take a leave from the board for health reasons; Melissa will request notice from him in writing.
3. **Consent Items:**
 - a. Approval of 1/14/19 Minutes: Richard Shannon made a motion to approve the October 1, 2018; October 8, 2018; January 7, 2019; and January 14, 2019 Meeting Minutes as written with no additions or corrections. Carol Kramer seconded the motion; motion carried.
4. **CBID Update**
 - a. Local Fund Stat Summary: There are currently over 2,000 photos in the CBID's FLICKR account. The sizing issue of constituent logos on the website has been resolved. There was significant growth on the destination pages as a result of the Search Engine Marketing test. The Cayucos website has been temporarily redirected to the destination page as the old website is not loading and was directing to the old Wine Coast Country page. Melissa will attempt to correct, but will use the destination page for the time being. Coastal Discovery and Stewardship Celebration is currently taking place. A 300-acre open air space is being opened up in Paso Robles near Eberle Winery called "Sensorio".
 - b. LFA Summary by Area: A comparison of the 7 LFAs was reviewed that included information such as their annual collections, number of projects funded, etc...
 - c. The CBID will next meet on Wednesday, February 27th at 12:00 p.m. at the Apple Farm.
5. **Financials:** The financials have been updated through December and the Airbnb funds have been distributed; however, some confusion still remains. The distribution is being based on the percentage of people reporting. Toni is intending to file a Public Request Report for information from Code Enforcement, as there has been no response from them.
6. **Committee Reports**
 - a. STP Liaison (Richard Shannon): Richard is waiting to meet with Katie and Gil. Katie will be attending an upcoming meeting to provide a STP report and update.
 - b. Marketing (Toni and Carol):
 - i. Danna has started posting on Facebook and her photos and postings are receiving great reach and engagement status.
 - c. Events: Cheryl cancelled Eroica California's sponsorship check due to a lack of response and communication. Amedeo is arriving tonight from Italy and is scheduled to attend the Cambria LFA meeting. Cheryl will then reach out to the other LFA Chairs to discuss whether or not the CBID shall release the funds.

- d. Beautification/Outreach (Carol and Richard)
 - i. 1st Street Beach Access update: Shaun Cooper will attend the March meeting to present the plans and schematics. Toni would like to start looking at additional beach accesses to see which may need maintenance now to prevent this from happening again in the future.
 - ii. Whale Tail benches update: No update at this time.
 - iii. Other: Richard mentioned that the sidewalks throughout downtown are not uniform and suggested concrete that looks like wood planks. The project could be a good candidate for a BIG application; however, sidewalks are very expensive.
- e. Chamber of Commerce Liaison (Toni and Carol): The Lioness Club is having their annual Wine and Food Fundraiser on Sunday. The Mermaid Ball and Sea Glass Festival are coming up next month. It would be great to have an event similar to the Scarecrow Festival; an organizer/leader would be needed as well as an artist to lead a workshop to encourage businesses to participate. Perhaps a "Help Wanted" ad could be included in the Chamber newsletter or reach out to the school.

7. Action Items:

- a. Discussion and Vote for Approval – Resignation of Melissa Kurry: Toni LeGras made a motion to regretfully accept Melissa Kurry's resignation. Carol Kramer seconded the motion; motion carried.
- b. Discussion and Vote for Approval – Terms of Administrative Assistant Scope of Work: Brynn Hartzell submitted a resume and applied to Beachside Rentals; she currently works in a medical office. Melissa's current scope is a maximum of 10 hours per month at \$28/hour, which was originally \$25/hour. A Scope of Services will be provided to Carol and Toni so they can perform an interview with Brynn. It was suggested that the board consider a minimum of 10 hours per month with a maximum of 15 hours per month. Richard Shannon made a motion that the next Administrative Assistant's Scope be a range of 10-15 hours per month; Toni LeGras seconded the motion. Discussion: suggestion to put a notice in the Chamber newsletter that the VAC is looking for assistance. Motion carried.

8. Old Business:

- a. Welcoming Banners/Signage/School Mural: No update at this time.

9. New Business: None

10. Future Agenda Items

- a. Update on 1st Street Beach Access - Shaun Cooper, Parks and Recreation

11. Closing Comments:

- a. Toni asked about getting a speaker/presenter to talk about topics that pertain to tourism. Unfortunately, the audience is too small to make it worthwhile; however, would be possible if all of the LFAs could be brought together.
- b. Cheryl will not be able to attend a March 11th Meeting. Shaun Cooper has confirmed the March 11th Meeting date, but if his schedule will accommodate the March 4th date, the meeting will be pushed back a week.

12. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, March 11th or possibly Monday, March 4th

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

13. Adjournment: 6:39 p.m.