

Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

Draft Meeting Minutes

April 29, 2019 – 41 South Ocean Avenue

Board Members Present:

Carol Kramer, Sea Shanty (Co-Chair)
Toni LeGras, Beachside Rentals (Co-Chair)

Others Present:

Brynn Hartzell

Absent: Richard Shannon, On the Beach B&B (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:**
 - a. Toni asked the County for an update on Host Compliance. Marie Cowan provided some data to Toni; however, was told that complaints cannot be separated by community. This will be added to the May Agenda for future discussion.
3. **Consent Items:**
 - a. Approval of 3/4/19 Minutes: Carol Kramer made a motion to approve the March 4, 2019 Meeting Minutes as written. Toni LeGras seconded the motion; motion carried.
4. **CBID Update**
 - a. Local Fund Stat Summary: The Cayucos destination page continues to excel in page views with 1,144. The CBID budget has been approved for the 2019-2020 Fiscal Year; more details on approved programs will be discussed in the coming months. The TOT year-over-year comparison shows a significant increase across the board, other than Avila, which may be a result of Airbnb collections. SF Gate (digital platform of San Francisco Chronicle) published a story on Cayucos and has had 1.7 million impressions in one month.
 - b. The CBID will next meet on Wednesday, May 22nd at 12:00 p.m. at the Apple Farm.
5. **Financials:** Contribution through February was 13.91%. The budget report was updated accordingly with no notable changes.
6. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard)
 - i. 1st Street Beach Access update: Shaun Cooper said advertising for bidding should be ready by the end of this week.
 - ii. Whale Tail benches update: A color needs to be determined based on the Pantone chart. Will determine what kind of whale tail we are ordering and select the color based on what type of whale it is. Also, transportation costs need to be determined as well as whether or not that amount will be sufficiently covered by the contingency funds.
 - b. Marketing (Toni and Carol): A stat report from Danna for the month of March was included in the board packet for review.
 - c. Events
 - i. Eroica California update: There were a lot of people in attendance and a lot of positive feedback was received. The riders ate a lot of food and overall it was a good event. The number of riders increased due to the added ride. The lodging presence can improve, as there were didn't seem to be a significant increase in occupancy. Carol met with a new staff member that has been with the event for two weeks. She seemed very organized and her presence was noticed. Carol feels the involvement with the new staff will be a

significant improvement for the event in the future. Hopefully she will be able to attend a future VAC meeting to provide a follow up report and meet the board.

- d. STP Liaison (Richard Shannon): Katie will attend the May 13th meeting to provide a Stewardship update.
- e. Chamber of Commerce Liaison (Toni and Carol): Reverse Drawing tickets are now available for the May Madness fundraiser taking place on Saturday, May 25th at the school. Tickets are \$200 per couple and support the Chamber and 4th of July celebrations. The Street Faire is taking place on Sunday and the number of vendors is the largest the Chamber has had in a long time.

7. Action Items:

- a. Discussion and Vote for Approval – Resignation of Jay Patel: Toni LeGras made a motion to accept Jay Patel’s resignation; Carol Kramer seconded the motion. Discussion: The board appreciates Jay’s time and service on the board and a letter thanking him will be sent. Motion carried.
- b. Discussion and Vote for Approval – Administrative Assistant Scope of Service, Brynn Hartzell: Toni LeGras made a motion to approve the Scope of Services for 15 hours per month at \$25/hour for a two-year period effective May 1st for a grand total of \$9,000. Carol Kramer seconded the motion; motion carried.

8. Old Business:

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

9. New Business:

- a. Discussion – Crowdriff Usage: Danna has opted not to utilize the Crowdriff program after the CBID had approved a \$6,000 license for Cayucos. To date, the training has included three phone calls at about an hour each and has been completed by both marketers and photographers of other LFAs. As Danna is a photographer, it was felt that possibly there was a conflict or perhaps the program was not needed as Danna takes such great photos. Danna would not need to allow permission for Crowdriff to use her photos; she would only manage the photos that others have allowed to be shared and then share them through the VAC’s social media platforms. A refund for the \$6,000 cannot be issued. The Crowdriff gallery is available to view on the Highway 1 Discovery Route website. It was discussed that maybe Danna does not have a complete understanding of what the program entails. Perhaps after further discussion, she may change her mind.

10. Future Agenda Items

- a. Sea Glass Festival wrap up report – Katie Sturtevant (May)
- b. Stewardship Travel update – Katie Sturtevant (May)
- c. Discussion – Host Compliance update and STR complaints
- d. Discussion and Vote for Approval – Additional Eroica expenses (if applicable)

11. Closing Comments:

- a. The Cayucos Market is providing fresh bread made in Los Osos and seems to be improving in quality.
- b. Skippers has been sold and has closed its doors. The former owner of SLO Brew is involved with the project and it was mentioned that possibly a brewery will be going in the location.

12. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, May 13th

Time: 5:30 p.m.

Location: Cayucos Visitor’s Center

13. Adjournment: 6:40 p.m.