

**Visitor Alliance of Cayucos (VAC)**  
(Cayucos Local Fund Advisory Board)

**Draft Meeting Minutes**  
May 13, 2019 – 41 South Ocean Avenue

**Board Members Present:**

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

**Others Present:**

Melissa Kurry, SeeLyon Beach Rentals  
Katie Sturtevant, Stewardship Travel Program

**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 5:37 p.m.
2. **Public Comment:**
  - a. None
3. **Consent Items:**
  - a. Approval of 4/29/19 Minutes: Toni LeGras made a motion to approve the April 29, 2019 Meeting Minutes as written. Carol Kramer seconded the motion; motion carried.
4. **CBID Update**
  - a. Local Fund Stat Summary: The 2019-2020 Strategic Marketing Plan draft will be presented to the Board at their May meeting. Brown Act Training is now available through a video and any board members or Admins who have not yet taken the training will need to do so. Coordinate through LFA Admin. The CBID renewal hearing will take place at the Board of Supervisors meeting on May 14<sup>th</sup>.
  - b. Media Report: The report for the month of April was provided and reviewed. The CBID has reached 11 out of their 50 goal targets to date and have had 70 articles; 35 visiting journalists; 5 media missions; and 3 FAMS with SLOCAL.
  - c. TOT by Area: The reports were provided and reviewed and included collections by area and lodging type.
  - d. The CBID will next meet on Wednesday, May 22<sup>nd</sup> at 12:00 p.m. at the Apple Farm.
5. **Financials:** Contribution through March was 17.39%, which is notably higher than usual. The budget report was updated and reviewed.
6. **Committee Reports**
  - a. Beautification/Outreach (Carol and Richard)
    - i. 1<sup>st</sup> Street Beach Access update: No update at this time other than the project is out to bid.
    - ii. Whale Tail benches update: A shade of grey will need to be selected and then the order can be placed.

- a. Marketing (Toni and Carol): A stat report from Danna for the month of April was included in the board packet for review. It was requested that Danna include the number of photos she has taken on her report as well as be asked when she will upload a new batch of photos to the CBID FLICKR account.
- b. Events
  - i. Sea Glass Wrap-Up Report, Katie Sturtevant: Over 4,000 people attended the 2-day event and over \$16,000 was raised for the Cayucos Chamber of Commerce Fireworks Fund. There was an increase in TOT compared to March 2018. 30% of guests heard about the festival by word of mouth; 25% were repeat attendees; and over 20% of guests surveyed were from the Fresno area, so marketing efforts will be expanded in that area in 2020. The 3<sup>rd</sup> Annual Mermaid Ball took place the Friday before the festival with over 50% of attendees surveyed being from out of the area. New in 2019 was a partnership with the Cayucos Land Conservancy, who led a guided walk on the beach and the Cayucos History Museum, who led a history walk downtown; each group had over 20 participants. A PR summary was provided and included links to four articles written by Greg Aragon.
- c. STP Liaison (Richard Shannon): The new History and Heritage Trail Maps have been distributed to constituents and include the Wildlife Viewing Tips on the back side; 3 articles have been written and are available for constituent's use on their websites. Coastal Discovery and Stewardship Celebration went well with the Hearst Castle screening of Disney's Oceans and 700 total attendees. The Shoreline Inn offered a lodging package that included a scavenger hunt for guests who received a stuffed elephant seal (through Friends of the Elephant Seals) as a reward. A new event this year was Fins & Feathers in Avila, which also did well with 50 attendees. It was requested that there be some outreach to the constituents on how to market and utilize the tools available to them and/or hold a constituent mixer.
- d. Chamber of Commerce Liaison (Toni and Carol): Reverse Drawing tickets are now available for the May Madness fundraiser taking place on Saturday, May 25<sup>th</sup> at the school. Tickets are \$200 per couple and support the Chamber and 4<sup>th</sup> of July celebrations.

## **7. Action Items:**

- a. Discussion and Vote for Approval – Renewal of Board Terms: Toni LeGras, Carol Kramer, and Richard Shannon: Richard is out of the country; this will be moved to the June meeting and all terms can be renewed at the same time.

## **8. Old Business**

## **9. New Business:**

- a. Discussion – Host Compliance update and STR complaints: Toni has sent in a list of questions, but has not yet received a response.

## **10. Future Agenda Items**

- a. Discussion and Vote for Approval – Renewal of Board Terms: Toni LeGras, Carol Kramer, and Richard Shannon
- b. Discussion – 2019-2020 Fiscal Year Budget
- c. Presentation – 2019-2020 Proposal from Danna Dykstra-Coy
- d. Discussion and Vote for Approval – 2019-2020 Proposal from Danna Dykstra-Coy

**11. Closing Comments:**

- a. A report from SLOCAL is showing that the City of San Luis Obispo is doubling their number of hotel rooms and that 1/7 jobs in the County are tourism-related.

**12. Next Visitor Alliance of Cayucos Regular Meeting:**

Date: Monday, June 10<sup>th</sup>

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**13. Adjournment:** 6:23 p.m.