



## **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, May 24, 2021

5:30 p.m. – VIRTUAL MEETING

- 1. Call to Order**
- 2. Public Comment** *(Please limit to 3 Minutes)*
- 3. Consent Items**
  - a. Approval of 3/8/21 Minutes
- 4. Presentation – Greg Bettencourt: Illegal Firework Committee**
- 5. CBID Update/Programs funded through Local Boards**
  - a. Local Fund Summary
  - b. LFA Co-op Opportunities
- 6. Financials**
- 7. Committee Reports**
  - a. Beautification/Outreach (Carol and Richard)
    - i. 1st Street Beach Access & Whale Tail Benches project update
  - b. Marketing (Toni and Carol)
  - c. Events
  - d. STP Liaison (Richard Shannon)
  - e. Chamber of Commerce Liaison (Toni and Carol)
- 8. Action Items**
  - a. Discuss and Vote on Greg Bettencourt's Grant Application
  - b. Discuss "Cayucos Discovery Loop" edit/reprint – what do we want to add or change?
  - c. Discuss and Vote on 2021-2022 Budget
  - d. Discuss and vote on renewing marketing/photography contract with Danna
  - e. Discuss and vote on renewing marketing contract with Danielle
  - f. Discuss and vote on Melissa's board renewal
- 9. Old Business**
- 10. New Business**
- 11. Future Agenda Items**
  - a. **Cycle Central Coast**
- 12. Closing Comments**
- 13. Next Visitor Alliance of Cayucos Meeting**

Date: Monday, July 9, 2021  
Time: 5:30 p.m.  
Location: 41 S. Ocean Avenue, Cayucos or Virtual (TBD)
- 14. Adjournment**