

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

**Draft Meeting Minutes**  
May 24 – Virtual Meeting

**Board Members Present:**

Melissa Kurry, Seelyon Beach Rentals  
Toni LeGras, Beachside Rentals (Co-Chair)  
Carol Kramer, Sea Shanty (Co-Chair)  
Richard Shannon, On the Beach B&B

**Others Present:**

**CBID:** Cheryl Cuming (CAO)  
Danielle Dubow, Admin  
Shirley Lyon, CBID  
Danna Dykstra-Coy, Photographer  
Greg Bettencourt, Illegal Fireworks Committee  
Laila Kollmann, CBID

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1. **Call to Order:** By Co-Chair Toni LeGras at 5:30 p.m.
  2. **Public Comment:** none
  3. **Consent Items:**
    - a. Approval of Minutes: Melissa made a motion to approve the March 8 Meeting Minutes and Richard seconded the motion; motion carried.
  4. **Presentation:**
    - a. Greg Bettencourt, Illegal Fireworks Committee grant application. This application for \$2000 is for keeping the 4<sup>th</sup> of July safe and family friendly by communicating to guests and the Cayucos community the “Safe and Sane” rules and working with a greater law enforcement presence, CalFire marshals and state parks to enforce existing fireworks regulations. Letters would go out to every address in Cayucos and to guests. Messaging will be warm, friendly, firm, welcoming and focused on safety.
  5. **CBID Update**
    - a. LFA imperatives – the CBID has 3 co-op marketing opportunities for the LFAs to participate in: SEM boost to expand share of voice in search engine marketing, paid social matching funds (\$2500 minimum that the CBID will match) for ads running during shoulder seasons, and SF Gate stories (tiered packages, \$3k, \$5k, \$7.5k)
    - b. California will be completely re-opening on June 15 and the CBID is launching the open arms campaign. Hoteliers have reported record numbers, so SEM will continue, however, the CBID will launch paid media in Fall.
  6. **Financials:** Cayucos made up 14.5% of overall BID assessment.
  7. **Committee Reports**
    - a. Beautification/Outreach (Carol and Richard):
      - i. The post is up by the 1<sup>st</sup> street whale tail bench for the plaque. A second location is still being decided.
    - b. Marketing (Toni and Carol): Newsletter engagement is good; Danna has been using the

restaurant clips and people love them. Both Danielle and Danna have proposals for the next fiscal year up for discussion and voting. Danna mentioned that Hang glider hill is private property and needs to be taken off the CBID website.

- a. Events: Farmers Market is opening June 4. The November car show is still waiting on the county's approval, as is the October Antique show. Memorial weekend will have the Antique Gas Machine show.
- b. STP Liaison (Richard Shannon): People have been taking sea life out of tidepools, especially sea stars. It has been requested that we share messages on social media and in the newsletter asking people to leave the creatures alone. Cheryl will send the Wildlife Tips pdf to Danielle so she can send them to the lodging constituents to share in their welcome packets.
- c. Chamber of Commerce Liaison (Toni and Carol): No report.
- d. Vacation Rentals: no update

## **8. Action Items:**

- a. Grant Application. Discussion: Melissa is concerned that the letter will be overkill and wondered if sending postcards to residents will help as the already know that illegal fireworks are a problem. Carol asked for oversight of the content and design of the communications – message should be positive. We do not want our name on something that looks like it's trying to discourage tourism. Carol thinks Greg will work with us on messaging. Richard motioned to approve the \$2000 funding application with the caveat that the board can approve the messaging; Melissa seconded; motion carried. Toni will oversee the collaboration and we will publicize on social media and in the next newsletter.
- b. 2021-2022 Budget. Discussion: Toni does not see the benefit of advertising when things are going so well. The budget under review includes \$10,000 for LFA imperatives - \$500 per month for SEM boosting and \$4000 for paid social matching funds. Cheryl said we can direct the SEM to the proposed email landing page link and to a form on Facebook for collecting emails. Conservative projections mean that even though the percentage allocation for Beautification and Outreach has decreased, the dollar amount will increase with growing tourism and we have strong reserves and carryforward. Melissa moved to accept the 2021-22 budget; Toni seconded. Melissa is comfortable with the projected collections at \$144k but expects the year should see an increase. Motion carried.
- c. Danna's Renewal. Melissa motioned to fund Danna's proposal for 1 year at a total of \$42,000 starting 7/1/21. Toni seconded; motion carried.
- d. Danielle's Renewal: Toni motioned to fund Danielle's marketing proposal for 1 year at \$28,426.68 starting 7/1/21. Melissa seconded; motion carried.
- e. Board renewals – Carol motioned to support the renewal of Melissa Kurry for a 1-year term. Toni seconded; motion carried.

## **9. Future Agenda Items**

- a. Eroica pit stop level of support and is Cayucos still going to have a start area near Whale Rock. (May) Richard will reach out for an update.
- b. Cycle Central Coast – since Eroica has been rescheduled we should discuss this again. (May)
- c. Whale Tail bench placement – possibly looking at putting one by the showers on the pier – waiting to hear from the county.

- e. Add a wildlife tips sign to the corner of the Vet's parking lot by the estuary. This would require county approval and a Beautification grant application.

**10. Closing Comments:**

- a. none

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

Date: Monday, July 12, 2021

Time: 5:30 p.m.

Location: Cayucos Visitor's Center or Virtual - TBD

**12. Adjournment:** 7.23 p.m.