

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

Draft Meeting Minutes (REVISED)

July 12 – 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
Danna Dykstra-Coy, Photographer

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1. **Call to Order:** By Co-Chair Carol Kramer at 5:30 p.m.
 2. **Public Comment:** Katie from Stewardship Travel for Good will be here in September. Do we want to invite Jessica from Cycle Central Coast as well?
 3. **Consent Items:**
 - a. Approval of Minutes: Richard made a motion to approve the May 24 Meeting Minutes and Toni seconded the motion; motion carried.
 4. **Presentation:**
 - a. None
 5. **CBID Update**
 - a. CBID has approved some event funding, which is encouraging, the Scarecrow festival is on, and all LFAs have renewed their marketing contracts. No paid media is happening until fall, just SEM and SEO efforts because things are going so well this summer. In person CBID meetings start July 28.
 6. **Financials:** Cayucos made up 14.8% of overall BID assessment. CBID Collections are up from \$500k in June 2019 to \$1.2 million in June 2021.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): July 4th in downtown Cayucos was nice and quiet, but at the dog beach organized, illegal fireworks went on for hours. The Advisory Council said there were many officers patrolling on horseback, bicycles, and ATVs. Morro Bay needs to police Highway 1 areas. The chamber did a great job of pulling off all of the July 4th events, from the fireworks, sandcastles, parade, and BBQ. Danna reported a lot of gratitude from the FB community for the events and said that it felt more like July 4ths of old with a family vibe instead of more recent “drunk fests”.
 - b. Marketing (Toni and Carol): Newsletter engagement is good. Map revisions are in process, though we can use CBID downloadable assets for the funnel to start with.
 - c. Events: Farmers Market will continue past Labor Day. The November car show is on, as is the October Street Fair.
 - d. STP Liaison (Richard Shannon): no update. Katie will be at our next meeting.
 - e. Chamber of Commerce Liaison (Toni and Carol): New member drive in process. Fundraising needs to happen because July 4th used up all of their money, though the community donated \$15k for the festivities.
 - f. Vacation Rentals: no update
 8. **Action Items:**
 - a. Discuss and vote on renewing the admin contract for Danielle. Discussion: Board expressed appreciation for the work Danielle has been doing. Richard motioned to approve the 24-month

contract at an hourly rate of \$27.50 for a maximum of \$9,900 over the two year period. Melissa seconded the motion; motion carried. Danielle will submit an admin recap report to Cheryl.

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. Toni will reach out for an update.
- d. 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. Update on Vets Hall: Carol says they are in trouble financially and that Cal Fire has completely shut the building up and no one can use it. The school has been working with the town on events, including the Sea Glass festival.
- b. Melissa told the board that the Coastal Commission no longer supports the building of the boutique hotel on the hill. Parking is a real problem, especially when construction begins at the Vets Hall, since that parking lot will be unusable. Also, the area was a landfill. The town needs to get organized and a group needs to be formed to oppose the construction.
- c. Cheryl said that Avila has been designated a Bird Sanctuary and thought Cayucos should find out the criteria. We could be designated the Gateway to the Scenic Byway of Big Sur. A coastal bike trail between Cayucos and Morro Bay would be interesting, Mike Panchet knows about the project.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, September 13, 2021

Time: 5:30 p.m.

Location: Cayucos Visitor’s Center or Virtual - TBD

12. Adjournment: 6.24 p.m.