

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

Draft Meeting Minutes
November 8 – 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 Toni LeGras at 5:30 p.m.
 2. **Public Comment:** none
 3. **Consent Items:**
 - a. Approval of Minutes: Toni made a motion to approve the September 13 Meeting Minutes and Richard seconded the motion; motion carried.
 4. **Presentation:** none
 5. **CBID Update**
 - a. The Hidden Secrets campaign is the most successful campaign to date. 106k sessions to the website that have grown the H1DR mailing list. The Wildlife Viewing Map is next as well as working with CCSPA on the Monarch Butterfly Trail. Hearst Castle is still closed.
 6. **Financials:** Cayucos collections are ahead of 2019 for July and August (\$620k vs \$490k) and made up 13% of overall BID collection. Toni noted that Airbnb collections are not making sense – they should be more even with local fund area TOT.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): no update
 - b. Marketing (Toni and Carol): Conversions for the map download funnel are high – 41% of people who click give us their email address. Danna is finally able to create events and has added the car show. Laila is finding photos of the holidays to post – things finally feel normal again.
 - c. Events: 300 cars in the car show, people were excited to be there, as it was the first public event since Covid. The Cambria Christmas market is closed except to people staying at the Inn.
 - d. STP Liaison (Richard Shannon): Season of Coastal Discovery with a wildlife focus
 - e. Chamber of Commerce Liaison (Toni and Carol): no update
 - f. Vacation Rentals: no update on VR, but Vet’s Hall update: There is a commitment of almost \$300k from the community. On November 16 the BOS will meet. Danna will post that there will be a meeting and get people’s opinions, but there is overwhelming support from the community for the project.
 8. **Action Items:** none
 9. **Future Agenda Items**
 - a. Eroica pit stop level of support and is Cayucos still going to have a start area near Whale Rock. (Spring 2022)
 - b. Cycle Central Coast – since Eroica has been rescheduled we should discuss this again. (Spring 2022)
 - c. Whale Tail bench placement – this is on hold while we wait for the Vet’s Hall design.
 - 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. Danielle will send out dates for 2022

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, January 10, 2022

Time: 5:30 p.m.

Location: Cayucos Visitor's Center or Virtual - TBD

12. Adjournment: 6.13 p.m.