

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

Draft Meeting Minutes
January 10 – 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
Laila Kollmann, Shoreline Inn
Danna Dykstra-Coy, Photographer

-
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: Richard made a motion to approve the November 7, 2021 Meeting Minutes and Melissa seconded the motion; motion carried.
 4. **Presentation:** none
 5. **CBID Update**
 - a. Visitors to the H1DR site are high and the momentum built up with marketing efforts continues to expand. Increased links in PR articles are really helping grow organic traffic. The Season of Coastal Discovery begins in January and there is a toolkit on the H1DR membership section of the website.
 6. **Financials:** Cayucos collections are exceeding 2019 numbers.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): The county hasn't responded about the placement of the second whale tail bench. Cheryl will push it to the CBID level and ask Nick to talk to Sean. Cayucos is on the list to get a monarch butterfly mural – Laila mentioned the Hidden Kitchen wall as a great location and will send the information to Cheryl. The county is putting handicapped parking in front of the hotel and a lit-up crosswalk.
 - b. Marketing (Toni and Carol): Danna saw huge engagement with the Polar Bear Plunge and the Tree Lighting event. Lots of activity on the social channels. She's also posting educational information on the king tides and is receiving lots of UGC shares. The funnel is continuing to add people to our mailing list, with the CBID and Danielle using ads to drive people to the two landing pages. The CBID has asked each LFA to create CrowdRiff Stories that can get picked up by VISIT California, which gives everyone great visibility. Danielle asked the board to approve spending \$400 per month of the marketing contingency funds for this effort and they agreed that the effort was worthwhile.
 - c. Events: The Sea Glass Festival is canceled. The chamber is planning the Antique Street Fair in May.
 - 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: A family purchased a large ocean front property and has a minor use permit. There is support in general for legally licensed vacation rentals and the inventory is shrinking. Cheryl will send over general language that the CBID has used.
 - i. Vets Hall: Toni mentioned that there hasn't been a meeting for the Vet's Hall lately, but that fundraising is going well. She will talk to Greg and Bruce about applying for funding. At the next meeting, we will have an action item to vote on funding outside of debt financing for things inside the building, like kitchen facilities, etc.

8. Action Items: none

9. Future Agenda Items

- a. Vet's Hall funding outside of debt financing for things inside the building.
- b. Eroica pit stop level of support and is Cayucos still going to have a start area near Whale Rock. (Spring 2022)
- c. Cycle Central Coast – since Eroica has been rescheduled we should discuss this again. (Spring 2022)
- d. Whale Tail bench placement – this is on hold while we wait for the Vet's Hall design.
- 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: none

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, March 14, 2022

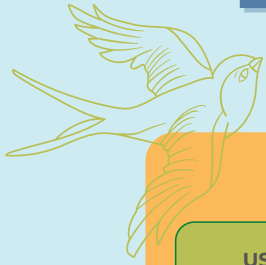
Time: 5:30 p.m.

Location: Cayucos Visitor's Center or Virtual - TBD

12. Adjournment: 6.24 p.m.

Local Fund Summary

March 2022



WEB TRAFFIC

USERS

79,974

↑ 99% Y|Y

SESSIONS

93,460

↑ 225% Y|Y

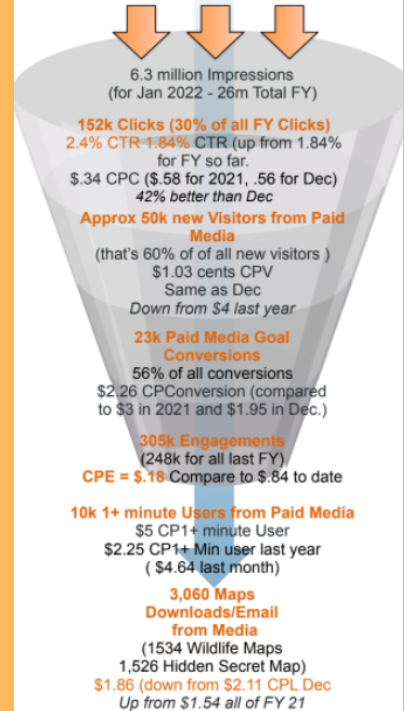
DESTINATION PAGEVIEWS

RP	2,137	LO	2,186
SS	447	EV AG	925
Cam	698	AB	637
Cay	2,668	Oc Ni	1,296

Destination Page Views: 10,994 | 7.1% of traffic
Lodging Page Views: 9,834 | 6.4% of traffic
Total Page Views: 154,210

LFA NEWS & INFO

FUNNEL to CONSIDERATION



TOT/ASSESSMENT

	Jan '22	Jan '21	Jan '20
SS RP	\$126,944	\$46,443	\$109,722
Cambria	\$527,294	\$183,831	\$313,022
Cayucos	\$114,551	\$71,824	\$91,255
Los Osos	\$46,742	\$18,166	\$16,886
EV AGV	\$45,008	\$23,307	\$21,084
Avila	\$155,178	\$125,430	\$103,805
Oc Nip	\$67,847	\$23,052	\$17,697
CBID	\$1,083,564	\$492,053	\$673,472

EMAIL & SOCIAL

Site traffic: 2,299

Fans: 103,401

Impressions: 3,098,238

Engagement: 103,311

Followers: 35,178

Impressions: 233,973

Engagement: 9,838

Views: 9,300

Hours Watched: 96.2

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at 12pm.

March 23 - Cambria Pines Lodge

April 27 - TBD

May 25 - TBD

TOOLS & PROMOTIONS

New Videos Available

More videos have been added to the H1DR YouTube channel, including focused content for:

- > [Hiking & Beach Walks](#)
- > [Cycling & Mountain Biking](#)
- > [Pismo Beach, Dunes & Surfing](#)

Mobile format is also available for some videos

HIGHWAY 1 DISCOVERY U

Best Beaches Toolkit

New assets have been added for the Best Beaches along Highway 1 campaign:

- > [Landing page](#)
- > [Sample ads](#)
- > [Downloadable map](#)

KEY MILESTONES/PARTNER INFO

PR Coverage Highlights

[Travel + Leisure](#) - 2M UVPM
[USA Today's 10 Best](#) - 383K UVPM
[Fodor's](#) - 494K UVPM
[Travel Awaits](#) - 60K UVPM



SLOCTBID
Profit & Loss for Local Fund - Cayucos
 July 2021 through January 2022

	<u>Jul 21</u>	<u>Aug 21</u>	<u>Sep 21</u>	<u>Oct 21</u>	<u>Nov 21</u>	<u>Dec 21</u>	<u>Jan 22</u>	<u>TOTAL</u>
								13.76%
Income								
BID Assessment Collection								
Air B&B Assessments	1,260.75	1,935.03	4,440.43	5,567.27	2,126.66	4,933.12	1,814.86	22,078.12
Local Fund	20,421.50	21,170.38	19,405.78	20,614.90	12,332.68	12,127.77	10,458.71	116,531.72
Total BID Assessment Collection	<u>21,682.25</u>	<u>23,105.41</u>	<u>23,846.21</u>	<u>26,182.17</u>	<u>14,459.34</u>	<u>17,060.89</u>	<u>12,273.57</u>	<u>138,609.84</u>
Carryforward	454,804.24	0.00	0.00	0.00	0.00	0.00	0.00	454,804.24
Total Income	<u>476,486.49</u>	<u>23,105.41</u>	<u>23,846.21</u>	<u>26,182.17</u>	<u>14,459.34</u>	<u>17,060.89</u>	<u>12,273.57</u>	<u>593,414.08</u>
Gross Profit	476,486.49	23,105.41	23,846.21	26,182.17	14,459.34	17,060.89	12,273.57	593,414.08
Expense								
Administration								
Administrator - General Fund	739.80	808.71	940.27	1,102.85	635.74	1,715.72	686.33	6,629.42
Administrator - Local Fund	0.00	0.00	935.00	0.00	0.00	1,081.25	0.00	2,016.25
District Administration Fees	433.65	462.11	476.92	523.64	289.19	341.22	245.47	2,772.20
Total Administration	<u>1,173.45</u>	<u>1,270.82</u>	<u>2,352.19</u>	<u>1,626.49</u>	<u>924.93</u>	<u>3,138.19</u>	<u>931.80</u>	<u>11,417.87</u>
Marketing/Advertising								
LFA								
Other and LFA Tools	0.00	0.00	0.00	0.00	1,000.00	500.00	0.00	1,500.00
Total LFA	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>500.00</u>	<u>0.00</u>	<u>1,500.00</u>
Media								
Paid Media	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	1,000.00
Total Media	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>
Owned Media								
Social Media	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	24,500.00
Total Owned Media	<u>3,500.00</u>	<u>3,500.00</u>	<u>3,500.00</u>	<u>3,500.00</u>	<u>3,500.00</u>	<u>3,500.00</u>	<u>3,500.00</u>	<u>24,500.00</u>
Marketing/Advertising - Other	1,373.82	2,473.28	2,024.97	1,010.15	1,778.50	1,167.70	2,319.10	12,147.52
Total Marketing/Advertising	<u>4,873.82</u>	<u>5,973.28</u>	<u>5,524.97</u>	<u>4,510.15</u>	<u>7,278.50</u>	<u>5,167.70</u>	<u>5,819.10</u>	<u>39,147.52</u>
Total Expense	<u>6,047.27</u>	<u>7,244.10</u>	<u>7,877.16</u>	<u>6,136.64</u>	<u>8,203.43</u>	<u>8,305.89</u>	<u>6,750.90</u>	<u>50,565.39</u>
Net Income	<u><u>470,439.22</u></u>	<u><u>15,861.31</u></u>	<u><u>15,969.05</u></u>	<u><u>20,045.53</u></u>	<u><u>6,255.91</u></u>	<u><u>8,755.00</u></u>	<u><u>5,522.67</u></u>	<u><u>542,848.69</u></u>

Fiscal Budget		July	August	September	October	November	December	January	February	March	April	May	June		
2019 Calendar Year		\$ 15,695.50	\$ 19,229.02	\$ 18,423.13	\$ 14,675.00	\$ 11,675.07	\$ 10,363.20	\$ 7,461.40	\$ 8,341.12	\$ 8,181.07	\$ 9,579.64	\$ 10,481.31	\$ 9,970.94	\$	144,076.40
Projected Collectins 2021-2022															

	Carryforward														Total Collections	Total with Carryforward
AirBnB Collections		\$ 1,260.75	\$ 1,935.03	\$ 4,440.43	\$ 5,567.27	\$ 2,126.66	\$ 4,933.12	\$ 1,814.86	\$ 7,656.13						\$ 144,076.40	\$ 465,651.61
BID Collections		\$ 20,421.50	\$ 21,170.39	\$ 19,405.78	\$ 20,614.90	\$ 12,332.68	\$ 12,127.77	\$ 10,458.71	\$ 15,337.77						\$ 131,869.50	
Carryforward	\$	454,804.24														
LT Cap. Reserve Funds*	\$	(133,229.03)														
Total Collections		\$ 21,682.25	\$ 23,105.42	\$ 23,846.21	\$ 26,182.17	\$ 14,459.34	\$ 17,060.89	\$ 12,273.57	\$ 22,993.90	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 161,603.75	\$ 321,575.21

Expense Description	Fiscal Year Budgeted Totals	Approved but not Expensed													YTD Approved and Expensed	Remaining Balance
ADMINISTRATIVE EXPENSES (14%)	\$ 20,170.70															\$ 8,752.83
Administrator - General Fund			\$ 739.80	\$ 808.71	\$ 940.27	\$ 1,102.85	\$ 635.74	\$ 1,715.72	\$ 686.33					\$	6,629.42	
Administrator - Local Fund					\$ 935.00			1,081.25						\$	2,016.25	
District Administrator			\$ 433.65	\$ 462.11	\$ 476.92	\$ 523.64	\$ 289.19	\$ 341.22	\$ 245.47					\$	2,772.20	
Supplies														\$	-	
MARKETING/ PROMOTIONS (56%)	\$ 80,682.78															\$ 14,535.26
Danna Dykstra-Coy	\$ 42,000.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00					\$ 28,000.00	\$ 52,500.00	\$ 24,500.00
CBID LFA Imperatives	\$ 10,000.00						\$ 1,000.00	\$ 500.00						\$ 1,500.00	\$ 1,500.00	\$ 8,500.00
Danielle Dubow Marketing	\$ 29,000.00	\$ 1,467.91	\$ 1,373.82	\$ 2,473.28	\$ 2,024.97	\$ 1,010.15	\$ 1,778.50	\$ 1,167.70	\$ 2,319.10					\$ 13,615.43	\$ 12,147.52	\$ 16,852.48
														\$	-	
EVENTS (15%)	\$ 21,611.46													\$	-	\$ 21,611.46
Eroica California														\$	-	
Sea Glass Festival														\$	-	
														\$	-	
BEAUTIFICATION/ OUTREACH (5%)	\$ 7,203.82															\$ 7,203.82
														\$	-	
														\$	-	
LT CAPITAL RESERVE (10%)	\$ 14,407.64													\$	14,407.64	\$ -
Expense TOTAL	\$ 144,076.40	\$ 4,967.91	\$ 6,047.27	\$ 7,244.10	\$ 7,877.16	\$ 6,136.64	\$ 7,203.43	\$ 8,305.89	\$ 6,750.90	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 91,973.03	
Available Funds		\$ 21,682.25	\$ 15,861.32	\$ 15,969.05	\$ 20,045.53	\$ 7,255.91	\$ 8,755.00	\$ 5,522.67	\$ 22,993.90	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 118,085.63	

*LONG-TERM CAPITAL RESERVE FUNDS	
2013-2014 Contribution	\$ 27,685.07
2014-2015 Contribution	\$ 32,410.82
2015-2016 Contribution	\$ 15,560.30
2016-2017 Contribution	\$ 13,232.94
1st Street Beach Access	\$ (25,000.00)
2017-2018 Contribution	\$ 16,246.30
2018-2019 Contribution	\$ 24,293.00
2019-2020 Contribution	\$ 14,400.00
2020-2021 Contribution	\$ 14,400.00
Fund Balance	\$ 133,229.03



Visitor Alliance of Cayucos

February 2022 Marketing Report

Newsletters

EMAIL SIGN UP LINK: <http://eepurl.com/gGKoFr>

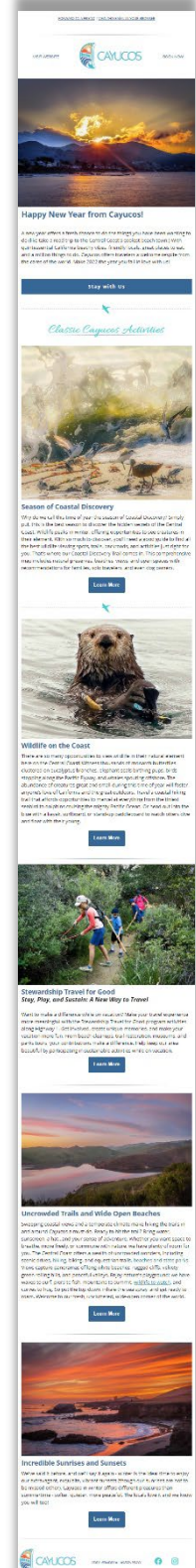
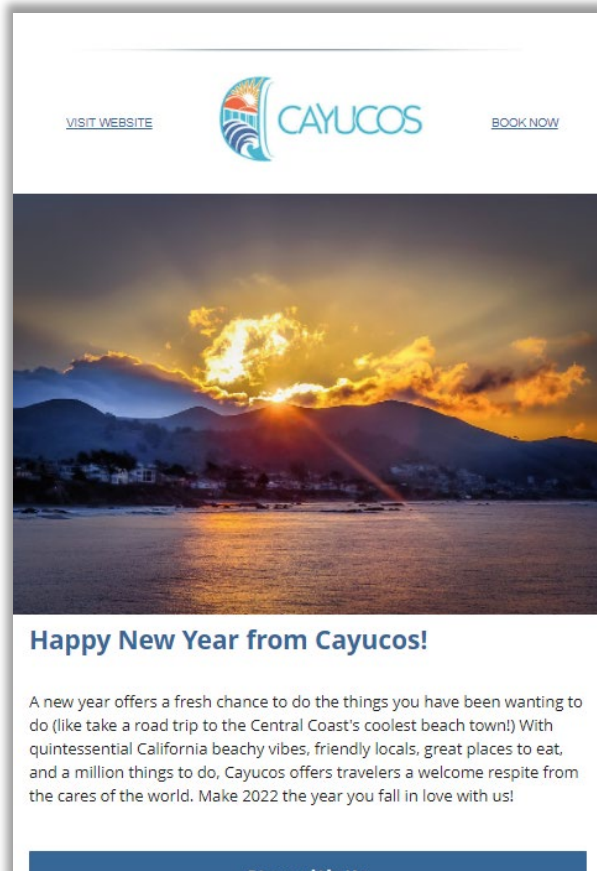
Dates Sent: January 25 & February 2

Mail List: 11,982

OPENS: 29.2% / 2,862

CLICKS: 2% / 287

Click-to-Open Rate: 10%





Social Advertising

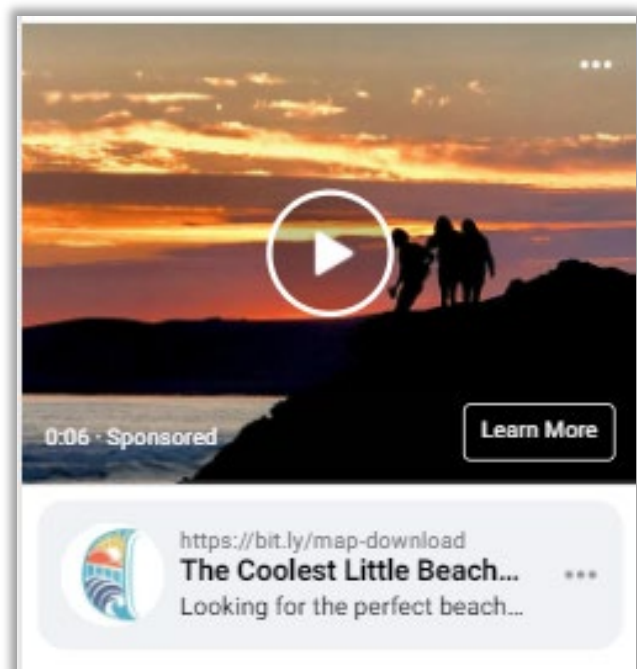
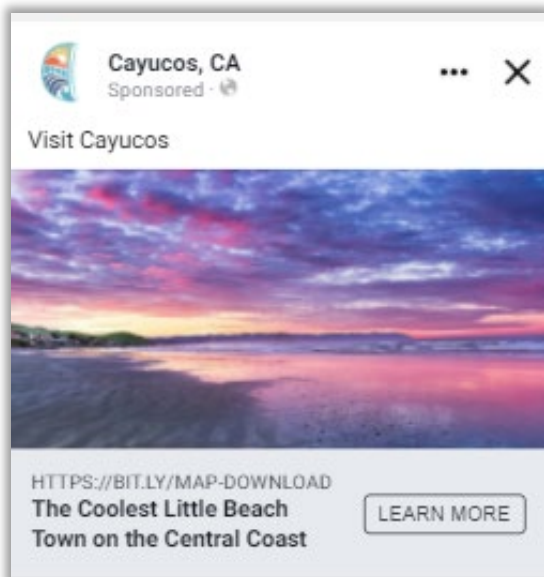
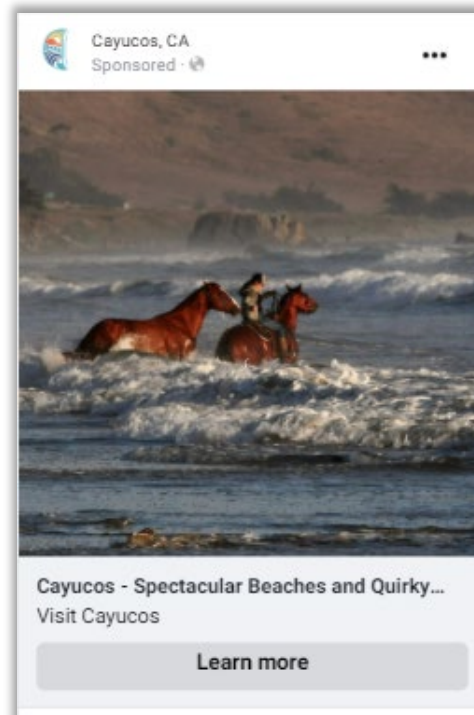
February 2022

Impressions: 342,087

Reach: 203,223

Clicks: 4,418

CTR: 2.61%

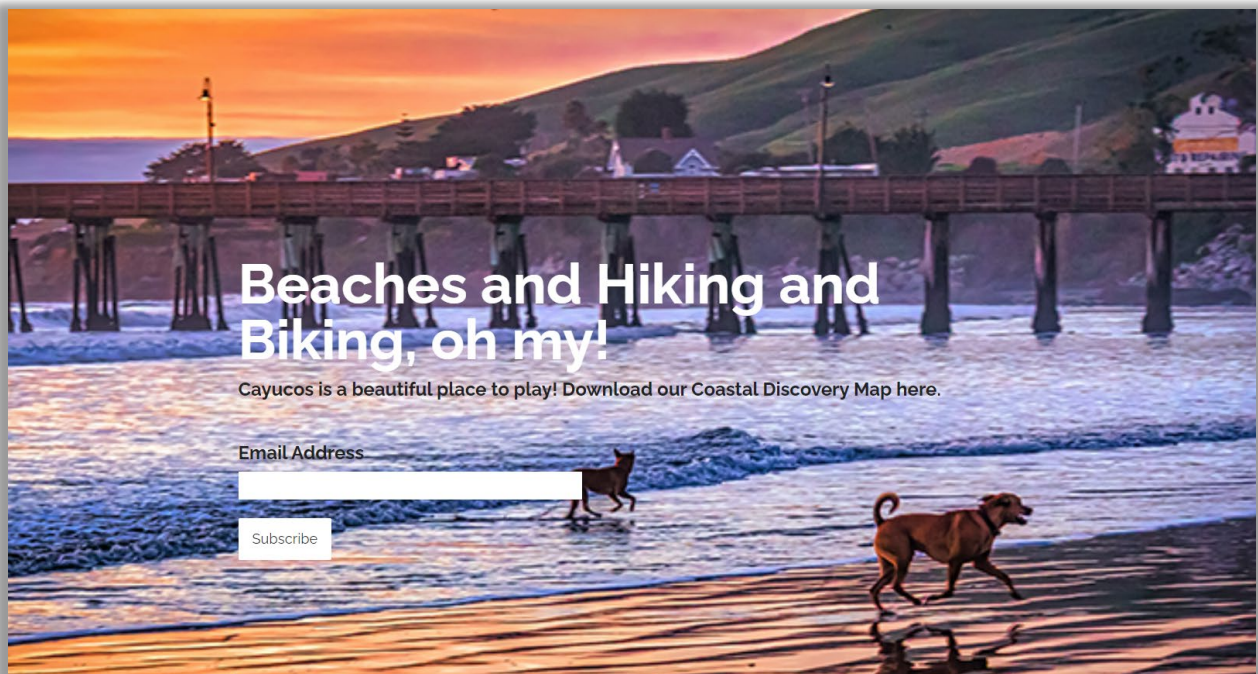




Landing Page, Map Download and Email Funnel

The new funnel is running! Here is a link to the Landing Page –
<https://mailchi.mp/5d29fb117a6a/map-download>

51492 Visits	46130 Unique Visits	4340 Clicks	1676 Subscribes	3.3% Conversion Rate
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Our actual conversion is higher, 39% of people who clicked to the page gave us their email address. Since our own map is out of date and in process of being recreated, we are using the Hidden Secrets Map. Here is that [link](#).



Danna Dykstra-Coy

Danna Joy Images
PO Box 392
Cayucos, CA 93430
(805) 458-2283

March 7, 2022

TO: Visitor Alliance of Cayucos (VAC) Board

CAYUCOS, CA ACTIVITY REPORT: Feb. 1-28, 2022

OVERVIEW

Facebook compared to last month:

- **Facebook Page Follows** were up 900, from 30,700 to **31,600** Followers. This is higher than the industry median growth rate for Facebook fan pages and at this 3.6% growth rate, it is higher than the industry standard 2.2% for the Top 10% of fan pages.
- **Facebook Page Likes** increased 425, from 29,700 to **30,125** Page Likes. When I started managing the account in Feb 2019 there were 13,700 Followers - a **120% increase** of **17,900** Followers. When I started 3 years ago the Facebook page had 13,600 Likes - a **122% increase** of **16,525** Likes.
- **Facebook Post Reach** jumped **233%** to **1.3 million** from the previous record of 391K last reporting period. This is the # of people who saw content from the Cayucos, CA page including organic posts, videos, stories, check-ins or shares from people who interacted with the page and paid ads.
- **Facebook Post Engagement** Top post performers: Photo by resident sand artist Glenn Ohler at the Estero Bluffs with info about things you may see from the blufftop trail; seascape images by myself & various photographers like award-winning 14-year-old Cayucan Lance Wilson; informational posts about the comeback of sea stars/reminder not to remove, where to find tide pools/schedule of minus tides, as well as excellent images of authenticity around town shared by Cayucos, CA followers (restaurants and scenes like the new mural outside the Hidden Kitchen, our multiple beach accesses and wildlife.) We also shared photos of restaurants & coffee shops/cafes provided by H1DR and the link to Health & Wellness spa opportunities in Cayucos.
- The photos, stories, reels & videos drove an **88% growth** over the previous reporting period with **113K engagements** compared to 60K engagements last month. The prior record was 82.7K engagements during the June-July 4th holiday week.

- The top performing post was the photo by local sand artist @geoler of his mural-sized design at the Estero Bluffs. With a reach of 54,821, 5,037 reactions, comments & shares and 2,801 clicks on the link, this post received more than 100% engagement of 50 of the most recent posts/stories. **(See photo below)**
- **Facebook Page Views** A record **3,004** # of times the Facebook page has been visited in the past 28 days, **up 82%** from 1,650 visits last month.
- **Facebook Page Activity** Of the page visitors, there were 103 actions taken (clicks to H1DR website, get directions clicks, Book Now button clicks, new check-ins)
- **Response Time:** Cayucos, CA maintained a “*Very Responsive to Messages*” badge for 3 months on the profile page for 100% response to messages within 15 minutes or less.

Instagram compared to last month:

- **Instagram Page Follows** 800 new followers for a total **25,450**, compared to 24,650 last reporting month. There were 2,900 followers when I started managing the Instagram account in April 2019 - a gain of **22,550** followers for an average **664** followers per month.
- **Accounts reached** The number of users that saw any Cayucos, CA content had steadily declined since June when the reach peaked at 114K. However, this reporting month that number jumped 65% to **124.2K** accounts that saw our content. 2.8% views were from ads.
- **Content Interactions** There were **35.1K** interactions, down 3% from 36.3K interactions last month (Likes, Comments, Saves, Shares & Replies). The record was 46.8K interactions set in June-July 4th.
- **Accounts Engaged** There were **8,967 users** that interacted with Cayucos, CA content from posts, stories, reels and videos, down slightly from the 9,003 users that were engaged the previous month.
- **Engagement** The Cayucos, CA Instagram page averaged a **3.85% engagement rate per post** the past 28 days, which falls under the industry standard “high engagement” category (3.5%-6%).
- **Instagram Audience** The majority of those who engaged with the Cayucos, CA content are concentrated in these locations by order: Fresno, Bakersfield, San Luis Obispo, Los Angeles and Paso Robles. 71% are women and 29% are men. The breakdown in age range by order is: 35-44 (28%), 45-54 (27%); 55-64 (16%); 25-34 (16%); 65+ (8%); 18-24 (4%); 13-17 (1%). The biggest change compared to the last reporting period was a 2% increase in the 35-44 age group.

SLO COUNTY TOURISM

- During this reporting period I added 68 fresh photos to the H1DR Flickr photo-sharing platform: Seascapes, wildlife, sea life and tide pools; Hearst zebras & elephant seals; whale blows from Bouchard Trail in San Simeon; shorebirds, the shipwreck, trails at Sweet Springs Nature Preserve and the Estero Bluffs.

- The post about Cayucos Surf Co.'s move featured the burning question: "What happens to the iconic front door plastered with 26 years of donated surf stickers?" The post was viewed by 23,681 social accounts & generated 1,600 reactions/likes; 59 shares & 103 comments. The SLO Tribune published a story & photos on the move after owner Kevin made news by responding on the Cayucos, CA Instagram post: "You better believe we're taking the door with us!" The story also mentioned the Cayucos Historical Society moving into the store's upstairs museum space.

STORIES

Story Interactions

- 15 Stories posted the past 28 days included reposts of followers' Cayucos shots around town & happenings: live band shows, Schooner's Mic Night on Wednesdays & promoting CA State Park's Virtual Mind Walks Lecture Series on our kelp beds, wildlife, tide pools, walking trails & more.
- The story posts added a combined 1,009 interactions/reactions/messages to Facebook & Instagram engagement tallies. There were 27,594 impressions (the # of times the content was shown to users). The story post with the highest # of new followers featured a Cayucos, CA fan's shout-out with photo to Brown Butter Cookie Co (6 follows).

Thank you for this opportunity. It is a pleasure and privilege promoting Cayucos with you.

Danna Dykstra-Coy

Danna Joy Images

dannajoyimages@gmail.com

