

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

Draft Meeting Minutes
March 14 – Meeting at Visitor’s Center

Board Members Present:

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

Others Present:

CBID: Cheryl Cuming (CAO)
Danielle Dubow, Admin
Danna Dykstra-Coy, Photographer
Lori Stone, Chamber

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1. **Call to Order:** By Co-Chair Carol Kramer at 5:32 p.m.
 2. **Public Comment:** none
 3. **Consent Items:**
 - a. Approval of Minutes: Richard made a motion to approve the January 10, 2022 Meeting Minutes and Melissa seconded the motion; motion carried.
 4. **Presentation:** Chamber of Commerce updates: Lori Stone is now President of the Chamber board and is excited to get back to events and to work together with VAC to foster partnerships. The fate of the Sea Glass Festival is uncertain as they don’t have a model for a decentralized version. The chamber is stepping in where they can for July 4 events. They want to raise \$50k for fireworks and other events. The May Madness dinner reverse draw and the Antique Fair help raise funds as well. The October Antique Fair and the November Car show are planned, as well as the holiday activities. The chamber is adding some community night events, such as an Art Walk and Movie Night. The Chamber is also instituting a Cayucos Beautification award for members and non-members. The Chamber will need to fill out a funding application that is detailed and specific for VAC to fund any of these efforts.
 5. **CBID Update**
 - a. Paid media has resulted in 6.3 million impressions. The YouTube channel has grown a thousand-fold and the Best Beaches campaign has just started and the toolkit is available in the member section of the H1DR website.
 6. **Financials:** Cayucos collections are exceeding all expectations and make up 13.76% of all collections.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): Carol wants VAC to provide seed money to purchase the property at the end of town to make it a park where no one can build. The Coastal Commission denied the last builder who wanted to develop there. We could even put the whale tail bench there. There is no update on the Vet’s Hall, the county approved \$2.5 million in funding, and they are bidding it out now. The Ruddell’s building is going to have a liquor store and one other space with a single apartment above.
 - b. Marketing (Toni and Carol): Social numbers are still climbing, and we have added over 1000 people to the mailing list. Proposals for 2022-23 will need to be voted on in May, so Danna and Danielle will prepare them for discussion in April.
 - c. Events: The chamber is planning the Antique Street Fair in May if the county is done with the streets. Easter events will happen and fall Car Show will happen.
 - d. STP Liaison (Richard Shannon): no update
 - e. Chamber of Commerce Liaison (Toni and Carol): See Lori’s presentation
 - f. Vacation Rentals: no update
 8. **Action Items:** none
 9. **Future Agenda Items**

- a. Fiscal Year Budget
- b. Marketing Proposals from Danna and Danielle
- c. Eroica rest stops
- d. Whale Tail bench placement – this is on hold while we wait for the Vet’s Hall design.
- e. Wildlife tip signs at all beach access

10. Closing Comments: Danna will find out restrictions for signs from the county. Danielle will meet with Toni and Carol on the budget for the new fiscal year. Richard will get more information about Eroica. The board decided take Cycle Central Coast off the table for now due to the buy in of \$10-\$15k.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, May 2, 2022

Time: 5:30 p.m.

Location: Cayucos Visitor’s Center or Hybrid - TBD

12. Adjournment: 6.37 p.m.