

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

Draft Meeting Minutes
May 9 – Meeting at Visitor’s Center

Board Members Present:

Melissa Kurry, SeeLyon Beach Rentals
Toni LeGras, Beachside Rentals (Co-Chair)
Carol Kramer, Sea Shanty (Co-Chair)

Others Present:

CBID: Cheryl Cuming (CAO)
Danielle Dubow, Admin
Laila Kollmann, Shoreline Inn
Brendan Fritzsche, Chamber
Danna Dykstra Coy, Photographer

-
1. **Call to Order:** By Co-Chair Toni LeGras at 5:33 p.m.
 2. **Public Comment:** Toni mentioned that the most recent bid to rebuild the Vet’s Hall came in close to \$8 million. The previous bid was for \$3.5 million.
 3. **Consent Items:**
 - a. Approval of Minutes: Melissa made a motion to approve the March 14, 2022 Meeting Minutes and Carol seconded the motion; motion carried. Melissa then made a motion to approve the March 28, 2022 Meeting Minutes and Toni seconded the motion; motion carried.
 4. **Presentation: none**
 5. **CBID Update**
 - a. Marketing is going well. Cayucos had 5 projects in the 2021-22 fiscal year, spending \$103k. Collections were up 40% over 2019. The CBID is running a test on printed maps to see if people will use the QR code to download specialty maps in exchange for their email address. Hearst Castle is opening on Wednesday May 11. The new marketing budget is \$1.5 million.
 6. **Financials:** Cayucos collections are exceeding all expectations and make up 14% of all collections, which is our highest ever.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): no report
 - b. Marketing (Toni and Carol): see marketing proposal discussion
 - c. Events: Eroica was a bit of a difficult event, as communications were not clear even to the point of knowing when the riders would be coming through the rest stops. It was difficult to promote the event because of lack of knowledge and last-minute changes. However, it was a great event, people were enjoying themselves, taking photos of the food and having fun. Cayucos is the only stop in the WORLD that is by the ocean. The Antique Faire was taking place at the same time with a smaller footprint, but it was well attended and there were good things to buy. The fall Faire will be stellar. Danna asked about the Memorial event on the pier for Memorial Day weekend, but no one had details. Normally, this is a huge event.
 - d. STP Liaison (Richard Shannon): no update
 - e. Chamber of Commerce Liaison (Toni and Carol): See discussion on funding 4th of July fireworks.
 - f. Vacation Rentals: no update
 8. **Action Items:**
 - a. Discuss and vote on the **funding application from the Chamber** to support the 4th of July fireworks. The Chamber submitted an incomplete application and asked for \$10k towards the \$50k required to run the July 4th fireworks. Melissa will send Brendan a Sea Glass Festival application as an example and some notes on how to complete the Chamber’s application. The Chamber has been crippled by the inability to fundraise due to Covid 19, and normally VAC does

not contribute to this event. However, it's important to the community and to our visitors. Toni motioned to fund the project for \$8,500 with the contingency that the Chamber submits a completed application. Melissa seconded the motion, Carol abstained, as she is on the Chamber board. Motion carried.

- b. Discuss and vote on the **2022-2023 Budget**: The CBID is projecting using 20% lower than 2021-22 actuals, so we will base our budget on a projected income of \$180k rather than the 2021-22 actual of \$215k. This will still cover both marketing proposals. Melissa moved to approve the budget based on projected collections of \$180k for the fiscal year of July 1, 2022 – June 30, 2023. Toni seconded the motion; motion carried.
- c. Discuss and vote on **marketing proposals from Danna and Danielle**: Danielle's proposal includes funds for 2 CrowdRiff stories per month and \$7k to redo the maps. We did not complete this last year because the files are incomplete, and it will need some serious graphic design help to bring it current. The \$7k includes printing, but the number of copies will depend on the cost. Toni motioned to approve Danielle's proposal for \$42,290 for the next 12 months. Melissa seconded with specific approval for the increased spending on CrowdRiff and the map; motion carried. Danna's proposal includes a monthly increase of \$350 for the new fiscal year due to increased responsibilities, including responding to every comment on social channels. Carol motioned to approve Danna's proposal of \$46,200 for the next 12 months, Melissa seconded, and the motion passed.

9. Future Agenda Items

- a. VAC support for Vet's Hall restoration
- b. Whale Tail bench placement
- c. Wildlife tip signs

10. Closing Comments: We should move quickly on choosing a location for the second whale tail bench. Toni will talk to Sean about placing it at the bathrooms, where the other bench is being removed in hopes that the Coastal Commission doesn't need to get involved. Toni also feels that the Vet's Hall project might be dead but will get more information.

Future meeting dates:

Monday, June 13, 2022
Monday, August 8, 2022
Monday, September 12, 2022
Monday, October 10, 2022
Monday, January 9, 2023

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, June 13, 2022

Time: 5:30 p.m.

Location: Cayucos Visitor's Center or Hybrid - TBD

12. Adjournment: 7:09 p.m.