

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

Draft Meeting Minutes

August 15, 2022 – 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)
Richard Shannon, On the Beach B&B

Others Present:

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

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1. **Call to Order:** By Co-Chair Toni LeGras at 5:34 p.m.
 2. **Public Comment:** Lori Stone from the Chamber reported that the money that VAC funded for Fourth of July was partially to create a giveaway contest that would offer people a \$25 voucher that they could use after September 10 if they gave the chamber their email address. The main prize is a giveaway for two nights, but we don't know where people will be staying, and we also don't know which businesses in town will honor the voucher. Carol says she was not asked to participate though the Sea Shanty is an obvious choice. We can still sign up to be part of the program because the vouchers won't work until after Labor Day. The chamber will share the emails they collected with us so that we can add those people to our mailing list. They will be submitting the final report at our October 10 meeting because they're still waiting for numbers.
 3. **Consent Items:**
 - a. Approval of Minutes: Melissa made a motion to approve the May 9, 2022 Meeting Minutes and Carol seconded the motion; motion carried.
 4. **Presentation: none**
 5. **CBID Update**
 - a. Web traffic is up 40% this year with over 1 million page views so far. The name of the website has changed to highway1roadtrip.com using a redirect from the old domain. The domain authority is expected to return to its normal position after about 60 days of Google reindexing the site. The CBID ended the fiscal year up 40% over expected income. Cayucos has over half a million in our carryforward this year.
 6. **Financials:** Our collections are exceeding all expectations and make up over 14% of all collections, which is our highest ever.
 7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): Carol has received 5013c status for Cayucos Heritage, the organization that is trying to purchase the 3rd St., Park. They will be holding a casino night to raise funds to purchase the land. If they are successful, this will be a good place for the second whale tail bench. Danna brought up the broken playground equipment on the beach and asked who to contact about maintaining it. Carol said that the county Parks and Recreation works with local community organizations to take care of those things. Originally the equipment was funded by a group Greg Bettencourt organized called the Beach Play Structure Committee in 2012. Danna will contact the county to report the broken playground equipment.
 - b. Marketing (Toni and Carol): Cayucos has grown it's mailing list by over 20% since we started collecting emails to download the map. One of our CrowdRiff Stories was selected as best in class and we will be used as an example on how to build a story using existing video. Danna reported that Instagram views have decreased due to a suspected algorithm change but expects

them to go back to normal soon. Her most popular stories were when the whale died on the beach and when she reported that the playground equipment was for children and when big people get use them, they break them. Danna has also gotten photos published on the front page of the Tribune.

- c. Events: The Antique Faire and the car show are both in the works for this fall. If Cayucos is going to put on Sea Glass next year, planning needs to start now. It seems that the community is eager for the event, but the planning committee is less excited about planning it. They would have to use tents instead of using the Vet center.
- d. STP Liaison (Richard Shannon): Katie is coming to our meeting in October.
- e. Chamber of Commerce Liaison (Toni and Carol): See public comment.
- f. Vacation Rentals: no update

8. Action Items:

- a. Discuss and vote on Melissa's board renewal: Richard motioned to approve Melissa's renewal and Toni seconded. Motion carried. We aren't sure if it's a one-year or two-year term so Cheryl will find out from the county.

9. Future Agenda Items

- a. VAC support for Vet's Hall restoration
- b. Whale Tail bench placement
- c. Wildlife tip signs – maybe a 3rd St. observation deck.

10. Closing Comments: The county needs to deal with the brush by the beach access points.

Future meeting dates:

Monday, October 10, 2022

Monday, January 9, 2023

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, October 10, 2022

Time: 5:30 p.m.

Location: Cayucos Visitor's Center or Hybrid - TBD

12. Adjournment: 6:19 p.m.