

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

Draft Meeting Minutes

October 10, 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
Katie Sturtevant, CBID
Danna Dykstra Coy, Photographer

Absent: Richard Shannon, On the Beach B&B (excused)

1. **Call to Order:** By Co-Chair Toni LeGras at 5:31 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. **Presentation: Katie Sturtevant, Stewardship Travel:** At the Madonna Inn when people return their keys they raise funds to donate for planting trees. The Season of Coastal Discovery is coming in January. They are hoping to restart the Hearst Castle movies – a new entity is running the theater. This year they will be creating itineraries which can be marketed in each area. There will be a tool kit for each LFA that includes Back to Nature tours. Carousels and Reels are gaining traction on social media.
4. **Consent Items:**
 - a. Approval of Minutes: Melissa made a motion to approve the August 15, 2022 and the September 12 Meeting Minutes and Toni seconded the motion with corrections (3a – Carol said she would support funding 100k, 70% of reserves, in the future); motion carried.
5. **CBID Update**
 - a. The CBID has matching and event focus funds. From 2015-2022 there have been \$110k in matching funds The website saw almost a million sessions in one month, metrics are above 2021 by over 12%. The Morro Bay Triathlon is here in November and Iron Man is in May 2023. Los Osos and Cayucos are natural overflow locations for lodging.
6. **Financials:** Our collections are still exceeding expectations and make up 13.46% of all collections. We will take Vet's Hall funding out of long-term reserves.
7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): The Vet's hall is in play again for the Whale Tail Bench. County parks want to incorporate the bench into the deck design, so Toni will talk to Sean.
 - b. Marketing: Danna reports that posts on the new Pacifica, the Sea Shanty and the double rainbow were the most popular this month. She made a reel set to music that was very popular. Danielle will send her the master video list that Cheryl has provided. The chamber has a map that shows businesses, Danielle will ask Lori Stone and Laila about getting a copy. The murals

have changed, there is no wine tasting, and the windmill is gone (it's going to the 3rd st Park). There are 21 beach access points, the whale trail, and the whale tail bench. We don't have bike rentals or an art association. On the back, we want to have history, lodging, beach access, beach facts, tidepools, dog beaches and possibly a QR code to the hidden secrets map.

- c. Events: Street Faire and Car Show and then Cayucos Christmas events –Tree Lighting, Open House night with craft tent for kids to make gifts while their parents are shopping.
- d. STP Liaison (Richard Shannon): See Katie's presentation.
- e. Chamber of Commerce Liaison (Toni and Carol): See public comment.
- f. Vacation Rentals: no update

8. Action Items:

- a. Vet's Hall needs two representatives from VAC at their planning meeting with the BOS and county parks. What do we want to ask?
 - i. Request meeting space
 - ii. Outreach mixer with community
 - iii. Visitor serving component like a digital board or kiosk
 - iv. Melissa nominates Toni and Carol to be the representatives of VAC at the county meeting for the Vet's Hall to make sure it includes representation for serving visitors; Toni seconded, motion carried.

9. Future Agenda Items

- a. Whale Tail bench placement
- b. Wildlife tip signs – maybe a 3rd St. observation deck or at Vet's Hall
- c. Monarch Trail interpretive signs on either side of town

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

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, January 9, 2023

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: 6:39 p.m.