

May 12, 2023

Cayucos Visitors Alliance

Dear Cayucos Visitors Alliance:

Please accept my request to stay for another term on the Cayucos Visitors Alliance Board of Directors.

Sincerely,



Richard K. Shannon

On The Beach Bed & Breakfast

181 N Ocean Avenue

Cayucos, CA 93430

805-878-3077 Cell

Peabodyplum@gmail.com

BEACHSIDE RENTALS INC.

May 11, 2023

To the Boards of:
Visitor's Alliance of Cayucos
CBID
County of San Luis Obispo

Attn: Danielle Dubow

It has been an honor and a pleasure serving on the Board of the Visitor's Alliance of Cayucos.

I wish to remain in service and continue to serve on the board for the new upcoming term.

Thank you for your continued support and consideration.

Sincerely yours,



Toni LeGras-Price

May 12,2023

San Luis Obispo County Business Improvement District
P.O. Box 1875
San Luis Obispo, CA. 93406

RE; CBID ADVISORY COUNCIL

To Whom It Many Concern: My two-year term as a board member on the Visitor Alliance of Cayucos is coming to an end this month. I am hereby giving notice that I would like to continue serving on the VAC Advisory Board for another term.

Sincerely,

Carol R. Kramer

48 South Ocean Avenue
Cayucos, CA 93430
(805) 995-3643
(805) 995-3657 FAX



Subsidiaries of Dehon, Inc.

www.seelyon.com

February 24, 2023

San Luis Obispo County Business Improvement District
PO Box 1875
San Luis Obispo, CA 93406

Re: Visitor Alliance of Cayucos (Cayucos Local Fund Area)

To Whom It May Concern:

My term as a member of the Visitor Alliance of Cayucos will be coming to an end soon. Please accept this letter as my intent to continue serving on the VAC Board for another term.

Thank You,

Melissa Kurry

Melissa Kurry

CALDRE #01197409

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

Draft Meeting Minutes
May 15, 2023 at the 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
Danielle Dubow, Admin
Lori Stone, Chamber
Laila Kollmann, Shoreline Inn

Absent: Richard Shannon, On the Beach B&B

1. **Call to Order:** By Co-Chair Carol Kramer at 5:36 p.m.
2. **Public Comment:** Melissa said she didn't receive a letter from Iron Man that there would be road closures most of Saturday in Morro Bay and Cayucos, though she did get one at her office in Cayucos. There was agreement that the communication between Iron Man, Morro Bay and affected businesses and residents was not optimal as they did not communicate with any Cayucos entity. Danna asked about the rocking sea horse and whale at the playground and the consensus is that they will not be returned. The playground is not safe to play on and it's important to let visitors know.
3. **Consent Items:**
 - a. Approval of Minutes: Melissa moved to approve the 1.23.23 minutes and Toni seconded the motion; motion carried.
4. **Presentation: Lori Stone of the Cayucos Chamber of Commerce** – Lori welcomed us to the new space in the Visitor's Center and said that we can continue to meet there. In January there was additional voucher money that had not been spent and she asked what VAC would like to do. After some discussion it was decided that the Chamber would use that leftover money for the 2023 July 4 celebration. She also wanted to discuss partnership opportunities with VAC, including the map. It was decided that the maps would be co-branded and will share a similar look but that the VAC map would have points of interest and some information about the town on the back (either history, lodging or stewardship) and a QR code linking to the digital Chamber map. We will probably print some quantity, but our map will be mainly used digitally with links. Danna and Melissa will work on the points of interest, including links and images.
5. **CBID Update**
 - a. In March the new URL finally caught up with the metrics of the old domain, including over 100k users and 168k views last month. Closures of Hwy 1 have not been detrimental to the central coast, and we have been communicating that our section is open. They will be expanding upon the Hwy1RoadTrip brand. Expectations are that summer may be a little soft as Jan – March has been. Toni agrees that it's slower and Melissa stated that the high occupancy rate of the past few years had to come back to a more normal state. The CBID has matching funds for events - \$5k to help with projects funded by the LFAs, but that program will close and evolve into something else. The Bid Bunch contracts are all being renewed and the CBID has a new strategic framework for the upcoming year.
6. **Financials:** Cayucos makes up 13.5 of total collections. Our numbers are lower than last year but still above 2019.
7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): no update

- b. Marketing: The mailing list is growing, and Danielle is going to review the audience and clean the list based on engagement. Social advertising has resulted in 1.5 million impressions from July 2022 – May 2023. Danna has been having great success with the social channels, especially since using reels and 24-hour stories. The results are way above tourism averages. SLO Tribune has been using a lot of her photos on the front page for different stories.
- c. Events: Eroica is scheduled for fall. They have not requested funds from us, only from Cambria. May Madness needs help, the chamber is not in good shape financially, but they did not submit a funding application. No Sea Glass next year since the Vet's Hall won't be completed yet. The requirement for traffic plans has made events more complicated. Cheryl mentioned a person who specializes in bringing turnkey events to places if we are interested in talking to him. Carol said that volunteer-driven events are becoming obsolete.
- d. STP Liaison (Richard Shannon): no update
- e. Chamber of Commerce Liaison (Toni and Carol): See presentation
- f. Vacation Rentals: no update

8. Action Items:

- a. **Board Member Renewals:** Melissa moved to approve term renewals for Carol, Toni, Richard and herself. Toni seconded the motion; motion carried. Danielle will submit the letters to the CBID for approval.
- b. Admin Contract: Melissa moved to approve Danielle's admin contract for 24 months (July 1, 2023 – June 30, 2025) at \$27.50 per hour not to exceed \$9,900 over the course of the contract. Carol seconded the motion and the motion carried.
- c. Danna's Marketing Proposal: Danna requested a 6% increase (\$250 per month) from \$3,850 per month to \$4,100 per month for the fiscal year July 1, 2023 – June 30, 2024 for an annual amount of \$49,200. Melissa motioned to approve the proposal; Toni seconded; motion carried.
- d. Danielle's Marketing proposal added 4 hours per month to review all of the Cayucos pages on the H1RT website. Melissa motioned to accept her proposal for the fiscal year July 1, 2023 – June 30, 2024 not to exceed \$48,448. Toni seconded the motion; motion passed.
- e. 2023-24 Budget: Discussion: Carol asked to increase the % for the long-term capital reserves from 10% to 12%, taking 1% from the Beautification and Sponsorship line items so that the total proposed budget remains the same. Melissa motions to accept the budget with these changes; Toni seconded the motion; motion carried.
- f. Map: Danna and Melissa will give Danielle the points of interest, including all beach access points, with addresses, links and photos. We will discuss what to put on the back and how many to print at the next meeting. Beach access points will be noted using an icon and not listed 21 times. Cheryl also mentioned that we can link to Google pins for places with no addresses.

9. Future Agenda Items

- a. Finalize map content and printing numbers.
- b. Ask Bruce Gibson to give us an update on the Vet's Hall at the July meeting
- c. Discuss what, if anything, to do about Eroica this fall
- d. Discuss how to represent vacation rentals on the H1RT lodging page
- e. Whale Tail bench placement – don't want to wait for Vet's Hall, find a placed and then order more!
- f. Wildlife tip signs – maybe a 3rd St. observation deck or at Vet's Hall – get information from Pandora on who makes her signs
- g. Monarch Trail interpretive signs – CCSPA. Cheryl will ask them to fill out a funding application for the next meeting

10. Closing Comments: Danna said there's a new mural in town and she will take photos once it's complete. We discussed other buildings that would be good spots for new murals – visitors love them.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, July 10, 2023

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: 7:16 p.m.