

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

Draft Meeting Minutes
January 23, 2023 at Cayucos Library

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: Danielle Dubow, Admin
Brendan Fritzsche, Chamber
Lori Stone, Chamber

1. **Call to Order:** By Co-Chair Toni LeGras at 5:36 p.m.
2. **Public Comment:** Lori Stone from the Chamber reported the Chamber office should be up and running by the March meeting. General discussion of storm damage.
3. **Presentation: Lori Stone and Brendan Fritzsche of the Cayucos Chamber of Commerce** – Thank you for the stopgap funding – the timing helped lessen the urgency of fundraising. This was the first full 4th of July celebration post Covid. There was a good turnout, and the results and feedback on the giveaway were positive. It was a fantastic day and the Chamber worked hard to keep things clean. The first 100 emails the chamber collected were given a voucher to use in town at a later date (shoulder season). Only a subset of people turned their vouchers in, so the chambers is returning extra funds (\$2340) that were not spent on this campaign and more is still forthcoming. The consensus was that the voucher program was a good idea, but they didn't have the lead time they would have liked to implement the program. 50 vouchers were given away on the 4th and the rest at the farmer's market. May Madness will be the primary fundraiser for the 4th this year and they will plan earlier. Brendan is retiring from the chamber but will help with the transition. They are looking for more ways to reach people onsite and are looking at geofencing around Cayucos to send notifications as well as using the booth.
4. **Consent Items:**
 - a. Approval of Minutes: Melissa mentioned that the October 10 Meeting Minutes needed two corrections – the date is 10/10 not 11/14 and Lori Stone's comments belonged to the 8/15 minutes not the 10/10 minutes. Toni moved to approve the minutes with those corrections and Mellissa seconded the motion; motion carried.
5. **CBID Update**
 - a. It's the Season of Coastal Discovery – the toolkit is available on the members section of the website. The trail connecting Morro Bay and Cayucos has been approved by CA Transportation Commission, but there is no funding for maintenance.
6. **Financials:** Our collections are still exceeding expectations. SLOCAL did a good job keeping tourism open during Covid. Richard said that the CA Visitor's Alliance said coastal properties did well, though the interior suffered due to lack of business travel. They projected that travel would be down 8 – 10% this year. We have seen some slow down because people are afraid of what's going to happen with the economy, the storms and lots of snow that lure the valley people to go skiing instead of coming to the beach. Toni said they refunded a lot of money during the storms. However, summer bookings look strong.
7. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard): The green hills and super bloom will make for a stunning spring.
 - b. Marketing: Danna's numbers were great as always. The Holiday newsletter performed really well with an over 50% open rate. The LFA matching program is running again, driving people to

the landing page to give us their email address and download the Hidden Secrets Map. We want to replace this with the new Cayucos map once it is finished.

- c. Events: Eroica is scheduled for fall. Some of the holiday events were cancelled due to the storms, though the Open House ended up in Richard's lobby and was a lot of fun.
- d. STP Liaison (Richard Shannon): Season of Coastal Discovery running
- e. Chamber of Commerce Liaison (Toni and Carol): See presentation
- f. Vacation Rentals: no update

8. Action Items:

- a. Discuss map and assign board members to help update points of interest. Working with the chamber, the map will take up the whole front side and the back side will have businesses and points of interest. Lori will provide Danielle with their current map files, but we will need the map to be redrawn and the chamber will provide a list of businesses and their locations. We have not determined how to split the cost, but this will most likely be a digital asset with a small quantity printed.

9. Future Agenda Items

- a. New Cayucos website?
- b. Whale Tail bench placement – don't want to wait for Vet's Hall, find a place and then order more!
- c. Wildlife tip signs – maybe a 3rd St. observation deck or at Vet's Hall – get information from Pandora on who makes her signs
- d. Monarch Trail interpretive signs on either side of town – CCSPA?

10. Closing Comments: The fact that the majority of our businesses are run by real people in person gives visitors real interactions with locals. Danna and Danielle are the secret sauce that makes Cayucos great.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, March 13, 2023

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: 6:32 p.m.