



Visitor Alliance of Cayucos (VAC)

(Cayucos Local Fund Advisory Board)

"To promote and enhance the lodgings and businesses of Cayucos for the sustainable social and financial betterment of the community as a whole."

Meeting Agenda

Monday, May 15, 2023

5:30 p.m. – Visitor's Center: 41 S. Ocean Avenue, Cayucos

Call to Order

1. **Public Comment** *(Please limit to 3 Minutes)*
2. **Consent Items**
 - a. Approval of 1/23/2023 Minutes
3. **Presentation: Lori Stone, Chamber**
4. **CBID Update/Programs funded through Local Boards**
 - a. Local Fund Summary
5. **Financials**
6. **Committee Reports**
 - a. Beautification/Outreach (Carol and Richard)
 - b. Marketing (Toni and Carol)
 - c. Events
 - d. STP Liaison (Richard Shannon)
 - e. Chamber of Commerce Liaison (Toni and Carol)
7. **Action Items**
 - a. **Discuss and vote on board renewals for Carol, Toni, Richard and Melissa.**
 - b. **Discuss and vote on Danielle's admin contract**
 - c. **Discuss and vote on Danna's Marketing proposal**
 - d. **Discuss and vote on Danielle's Marketing proposal**
 - e. **Discuss and vote on new budget for fiscal year 2023-2024**
 - f. **Discuss map and have Melissa and Danna send Danielle changes to the points of interest**
8. **Future Agenda Items**
 - a. Second Whale Tail Bench Placement – don't wait for Vet's Hall, find a place now and order more
 - b. Add a wildlife tips sign to the corner of the Vet's parking lot by the estuary.
9. **Closing Comments**
10. **Next Visitor Alliance of Cayucos Meeting**

Date: Monday, July 10, 2023
Time: 5:30 p.m.
Location: 41 S. Ocean Avenue, Cayucos or Virtual (TBD)
11. **Adjournment**

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Board welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the district administrator (Danielle Dubow at 720-982-8661) at least 48 hours in advance of the meeting.