

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

**Draft Meeting Minutes**  
August 14, 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)  
Richard Shannon, On the Beach B&B

**Others Present:**

**CBID:** Cheryl Cuming  
Danielle Dubow, Admin  
Lori Keller, CBID  
Laila Kollmann, Shoreline Inn  
Danna Dykstra Coy, photographer

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1. **Call to Order:** By Co-Chair Toni at 5:58 p.m.
  2. **Public Comment:** none
  3. **Consent Items:**
    - a. Approval of Minutes: Carol moved to approve the 5.5.23 minutes; Melissa requested one change – she received the street closure notice at home in Morro Bay and not at work in Los Osos; Melissa seconded the motion; motion carried.
  4. **Presentation: Lori Keller for the CBID** – Lori opened by saying that the CBID always tests out the LFA imperative programs before offering them to the LFAs. The SFGate partnership has been very successful for the CBID and other LFA's that have taken advantage of it – it guarantees engagement and is "sticky", meaning that the content continues to drive awareness and engagement over time because it's always "on". She presented a proposal for Cayucos to create 4 evergreen stories and 4 emails to the Hearst corporation's email list. We would be in control of the content, so we can tell the story of Cayucos accurately and have it promoted to people who don't already know about Cayucos, which can help grow our own email list and social profiles. We would get a sponsored story, native advertising and an email using a target audience that we define at 50% off normal rates, discounted because the CBID has multiple LFA's on the program. We can use video, outbound links, Danna's images and they will write the text on themes we choose, edited and proofread by Danna and Danielle. They are recommending 4 of each, for a guaranteed engagement of at least 24,000. If we do fewer, the engagement decreases exponentially. Potential topics could include coastal hiking, wildlife, beaches, harvest season, etc.
  5. **CBID Update**
    - a. Highway 1 Road Trip is working with a branding company to define and develop its brand voice and messaging. The mailing list has increased to over 100k subscribers, and the FB channel has over 100k followers. The CBID has increased spending in the valley this year. SLOCAL published the results of a resident sentiment survey and, somewhat surprisingly, the results show that county residents are supportive of tourism in the unincorporated areas. Next they are planning to publish a Vacation Rental study.
  6. **Financials:** Cayucos makes up nearly 14% of total collections. We closed out the fiscal year with over \$600k in carryforward, \$71k of which is long-term capital reserves. We budgeted for flat earnings over the last year. Bookings were soft this spring, busy in summer and soft for early fall, but we are doing so much better than a lot of other CA destinations.
  7. **Committee Reports**
    - a. Beautification/Outreach (Carol and Richard): 1<sup>st</sup> Street Access – the storms damaged all of the beach access points, including the new 1<sup>st</sup> street staircase. The county said they would send someone out to assess it, but nothing has happened yet.

- b. Marketing: Danna updated us with several new businesses in Cayucos
  - i. Cayucos Wine Bar – inside Lunada Garden Bistro, this wine bar has wine and yoga Mondays run by Empower Yoga 805.
  - ii. Lori Stone has started a business called Parlor which has arts and crafts workshops. Their grand opening is 8/23. <https://www.parlorcayucos.com/>
  - iii. Another arts and crafts business, Makers, is also open next to the Sea Shanty. [https://www.instagram.com/cayucos\\_makers/](https://www.instagram.com/cayucos_makers/)
- c. Events: The library has been hosting summer activities for kids, with art classes, wildlife experiences (they bring animals in) and family activities – all of which are open to visitors. The Cayucos Land Conservancy is also putting on events, starting with Creek to Coast Clean up on 9/23 (Estero Bluffs 9 – 11:30, meet at Fig Tree Parking lot), a stargazing event on 10/12 and Sea Otter Conservation at Estero Bluffs with the Director of Sea Otter Savvy. Danna asked whether there will be a business trick or treat night, and Laila said it's not really an organized event; parents let the businesses know when the kids will be coming so they have candy on hand. The Antique Street Faire is 10/15 and the Car Show is 11/4.
- d. STP Liaison (Richard Shannon): no update
- e. Chamber of Commerce Liaison (Toni and Carol): no update
- f. Vacation Rentals: no update

#### 8. Action Items:

- a. **Discuss and Vote on LFA Imperative SFGate / LA Times stories and emails:** The board discussed how and when this program can benefit Cayucos – mainly shoulder season. Because this is such a measurable campaign, we will know early on how successful it is. They have writers, we can use Danna's photos. Tourism is flat right now, including vacation rentals because people have more choices than they have since Covid hit and many are traveling to Europe again. Toni motioned to invest in two stories and two email blasts for a total of \$28k, focusing on fall and late winter/early spring. Melissa seconded the motion; voting was unanimous, and the motion carried. It will take about a month and Danielle will manage the project from our end, with Lori helping as needed.
- b. 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. We don't want to wait until the Vet's Hall is finished and we can create a digital version (with Cheryl Rowe) with pins that can be updated easily. Cheryl recommended looking at the CBID's 4 maps for Cayucos points of interest. We will leave off most murals (they are gone or at the elementary school and not really visitable) and businesses that may be housed in the Vet's Hall when it's complete, like the Art Association. Cheryl also recommended that we show locations from Harmony to the beginning of Morro Bay. The bike trail from Morro Bay to Cayucos is being worked on so we might be able to add that.

#### 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 3<sup>rd</sup> 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:** Good job, team!

**11. Next Visitor Alliance of Cayucos Regular Meeting:**

Date: Monday, October 9, 2023

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**12. Adjournment:** 7:27 p.m.