



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, January 22, 2024

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 11/13/2023 Minutes
3. **Presentation: None**
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 (Danielle and Danna)
 - c. Events
 - d. Chamber of Commerce Liaison (Toni and Carol)
7. **Action Items**
 - a. Discuss Bylaws
 - b. Discuss map locations and images
8. **Future Agenda Items**
 - a. Greg Bettencourt asked if we have any appetite for supplemental advertising to help rent out the Vet’s Hall when it’s completed
 - b. Billboard promoting Cayucos
 - c. Ask Bruce Gibson to give us an update on the Vet’s Hall at the March meeting
 - 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!
9. **Closing Comments**
10. **Next Visitor Alliance of Cayucos Meeting**

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| Date: | March 11, 2024 |
| 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.