

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

**Draft Meeting Minutes**  
April 8, 2024 at the Visitor's Center

**Board Members Present:**

Toni LeGras, Beachside Rentals (Co-Chair)  
Carol Kramer, Sea Shanty (Co-Chair)

**Others Present:**

Danielle Dubow, Admin  
Danna Dykstra Coy, photographer

Absent: Richard Shannon, On the Beach B&B (excused)

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1. **Call to Order:** By Co-Chair Toni at 5:41 p.m.
2. **Public Comment:** Carol asked Danielle to talk to Cheryl about featuring other shops and restaurants besides the Brown Butter Cookie Company – she wants to know why they get so much publicity. Danielle will talk to Katie about other options for visiting writers. Carol also asked Danna and Danielle to write more about the cycle of storms, sand, rocks, and sea glass to educate people about the natural cycle of the beaches. Focus on Cayucos as a place to unplug and feature local places like Mical (best facials ever). When Bruce comes, we need to talk about fostering a closer relationship with county planning for events. We need a liaison so that Cayucos isn't surprised by event permits that have been given out without telling the chamber, VAC, or any other local organization. The County Parks Department needs more funding to take care of our valuable natural assets that draw people to the area, resulting in lots of spending. Toni said that we need 6 – 8 articulate people to provide input at BOS meetings to affect change. Carol also asked Danielle to provide some printing costs for the new map.
3. **Action Items:**
  - a. **Discuss and Vote on Danna's Proposal**

Danna proposed a dual-role contract: photographer and social media manager at 40 hours per week. She requested a monthly increase of \$300 (\$4,100 to \$4,400). The board praised her skills and results, especially her detailed explanations about nature, animals, and the sea, as well as her events coverage and descriptions of town life. Toni motioned to accept her proposal that totals \$52,800 for the 2024-25 fiscal year, running from July 1, 2024 – June 30, 2025. Carol seconded; the vote was unanimous, and the motion passed.
  - b. **Discuss and Vote on Danielle's Shadetree Proposal**

The Shadetree Proposal encompasses email marketing, lead generation, advertising, LFA imperative management, CrowdRiff stories and continuously reviewing the Cayucos content on the H1RT website, making recommendations when necessary. This proposal also includes a \$300 per month increase (from \$3,400 to \$3,700), as well as \$6000 for advertising spend and \$2,760 for Mailchimp fees. Toni motioned to accept the proposal that totals \$53,160 for the 2024-25 fiscal year, running from July 1, 2024 – June 30, 2025. Carol seconded; the vote was unanimous, and the motion passed.
  - c. **Discuss and Vote on the 2024-25 Budget**

The CBID recommended projecting flat revenues, so the new budget is based on actuals from 2023-24 (and actuals from 2023 for April – June) for a total of **\$207,419.84** in projected revenue. During discussion the board requested to increase the amount budgeted for Beautification and Outreach from 3% to 5% (from \$6,222 to \$10,731). The proposed expenses for July 1, 2024-June 30, 2025 total **\$236,853.74**, including \$10,000 in marketing contingency funds and \$20,741.98 in contributions to Long Term Capital Investment. The proposed budget projects that we will use

\$29,433.90 of our carryforward. Carol motioned to accept the budget as it was presented after the discussed modifications, Toni seconded the motion, which passed unanimously.

**4. Future Agenda Items**

- a. Finalize map content and printing numbers.
- b. Billboard promoting Cayucos?
- c. Bruce Gibson to present at the May 13 meeting
- d. Whale Tail bench placement

**5. Closing Comments:** none

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

Date: Monday, May 13, 2024

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

**7. Adjournment:** 6:46 p.m.