

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

Draft Meeting Minutes
January 22, 2024 at the Visitor's Center

Board Members Present:

Toni LeGras, Beachside Rentals (Co-Chair)
Carol Kramer, Sea Shanty (Co-Chair)
Richard Shannon, On the Beach B&B

Others Present:

Danielle Dubow, Admin
Danna Dykstra Coy, photographer
Melissa Kurry, SeeLyon Beach Rentals
Cheryl Cuming, CBID

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1. **Call to Order:** By Co-Chair Toni at 5:30 p.m.
 2. **Public Comment:** Vet's Hall update from Blake Fixler. The Vet's Hall restoration is expected to be completed in Spring 2024. They are working to raise \$100k more for furnishings, kitchen equipment, etc.
 3. **Consent Items:**
 - a. Approval of Minutes: Richard moved to approve the 8.14.23 minutes; Melissa seconded the motion; motion carried.
 4. **Presentation: None**
 5. **CBID Update**
 - a. Collections are lower YOY but the coast is still performing better than inland California. New photos and videos have been added to Flickr for everyone to use. The new campaign, "Small Towns, Big Experiences" is performing well. There's a toolkit on the members section of the website.
 6. **Financials:** Collections are slightly lower, but we are still bringing in much more than we are spending so we are in good shape, especially with our large carryforward. Toni asked everyone if they are experiencing a slowdown, and everyone said yes. The expectation is that 2024 will be down 20% or more based on their observations.
 7. **Committee Reports**
 - a. **Beautification/Outreach** (Carol and Richard): No report, though Carol mentioned that she has been offered the Old Schoolhouse of Los Osos. She is planning to bring the whole building over to Cayucos Heritage Park, funded by her foundation, in addition to the windmill. They are planning to raise money to move the building in February at a fun community event.
 - b. **Marketing** (Danielle and Danna): The newsletter mailing list has grown by 25% since we started the lead generation campaign. The newsletters continue to perform well. The new SF Gate Story had over a million impressions and the email open rate totaled over 30%. The email was sent to 200k people who are not on our list and who may never have heard of Cayucos, which is great news. The social advertising campaigns Danielle runs are driving people to the lead generation page and the LFA imperatives are driving people to the lodging page. Danna showed increases in engagement and impressions on the social channels, as well as impressive growth in followers. She has been able to get out more to photograph and take video.
 - c. **Events:** Laila gave an overview of holiday events. The tree lighting will take place on 12/3, the Open house will be 12/9 and there will be a decorating contest with judging on 12/7. They still need carolers for the Open House.
 - d. **STP Liaison** (Richard Shannon): **Remove from Agenda**
 - e. **Chamber of Commerce Liaison** (Toni and Carol): **no update**

f. Vacation Rentals: **no update**

8. Action Items:

- a. **Discuss and Vote on Melissa's resignation.** Although no one wanted to accept Melissa's resignation so that she can join the CBID Board, Richard motioned to accept her resignation letter. Carol seconded and the motion passed unanimously. Melissa agreed to still attend our meetings when she can. We need to replace her with another lodging constituent – the Fortinis have been mentioned.
- b. **Discuss letter from Alicia Van Fleet.** The letter was missing from the packet so Danielle will send it to everyone. It addressed how the Iron Man shut down streets in Cayucos during the Antique Faire and people in Cayucos were not informed beforehand. The board wants to send a letter to the BOS and the City of Morro Bay. It was recommended to get the Cayucos Citizens Advisory Council involved. Carol will talk to John Carsel (an attorney) who will write a letter from the chamber, the Advisory Council and VAC to the BOS.

9. 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. Finalize map content and printing numbers.
- c. Billboard promoting Cayucos
- d. Ask Bruce Gibson to give us an update on the Vet's Hall at the March meeting
- e. Discuss how to represent vacation rentals on the H1RT lodging page
- f. Whale Tail bench placement – don't want to wait for Vet's Hall, find a placed and then order more!

10. Closing Comments: Danielle will send out the dates for 2024.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, January 8, 2024

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: 6:32 p.m.