

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

Draft Meeting Minutes
July 15, 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
Laila Kollmann, Shoreline Inn
Melissa Kurry, SeeLyon Beach Rentals
Cheryl Cuming, CBID

1. **Call to Order:** By Co-Chair Toni at 5:35 p.m.
2. **Public Comment:** Melissa brought in printed maps to share. She had her staff distribute one box already and has 5 more left besides the one she will leave for the Chamber. Toni brought up the SLOCAL Visitor's Guide as an option for VAC to advertise. The CBID is doing a native ad and will send Danielle the information. It's a beautiful magazine, but she is concerned about low distribution numbers. Richard mentioned that Dale Evers wants to restore his dolphin statue but needs to apply for funds officially. Melissa is helping Ethan Bettencourt apply for funding for revamping the skate park. Cheryl reminded her that it needs to tie back to tourism for VAC to be able to accept the application.
3. **Consent Items:**
 - a. Approval of Minutes: Richard moved to approve the 5.13.24 minutes that have been corrected with the right date; Carol seconded the motion; motion carried.
4. **Presentation: None**
5. **CBID Update**
 - a. The website exceeded a million visitors last year and Cheryl will have the year-end report at our next meeting. TOT was soft the past several months and the CBID was down 4.5% YOY. The budgeted flat to actuals of the past fiscal year. The CBID was renewed for another year. SLOCAL Summit will take place September 25 and Cheryl has a table – if anyone wants to sit with the CBID, please let her know. Melissa requested a spot. The reopening of Hwy1 is scheduled for early fall and everyone is keeping the lines of communication open. Sunshine and Bourbon will launch the new branding and creative for Highway 1 Road Trip will launch after Labor Day. The new CAO is reviewing county policies and procedures and the CBID has responded to all of their requests. The county expects hotel inventory to increase 30%, mostly in N. county/Paso. The CBID increased TOT 50% over 5 years with only 1 hotel addition (Pacific in Cayucos), surpassing Pismo, Paso and SLO which have more hotel openings and increased the bed tax. This implies that the marketing strategy is working! Toni asked about Airbnb numbers, but Cheryl said there are not public records available to separate Airbnb from other vacation rentals.
6. **Financials:** Cayucos makes up about 14.5% of total collections. Cayucos is faring better than most other LFAs and has only seen slight softness. The final numbers for the last fiscal year will be available soon. The expectation is that the end of summer will be strong.
7. **Committee Reports**

- a. **Beautification/Outreach** (Carol and Richard): No report
- b. **Marketing** (Danielle and Danna): Danna couldn't make the meeting due to a medical appointment. Danielle reported that the email list has grown by 4,500 subscribers since we launched the landing page and lead generation campaign. Now that we have switched over to using our own new map, we are running some ads to grow the mailing list even more. Danielle and Danna continue to work together to make sure the Cayucos web pages are accurate and some of our CrowdRiff stories have performed the best in the state, according to Visit CA. We will keep building them so that more people can learn about Cayucos.
- c. **Events**: July 4th was fabulous – more local parade entrants than ever before. The Advisory Council float caught fire but was right behind the fire department. The spectacle was entertaining for people watching the parade, as well as on social media with the fire getting the most views on the video.
- d. **Vet's Hall Update**: Richard brought up that Greg Bettencourt wants VAC to write an official letter to the BOS in favor of fixing the sea wall and making the exposed rebar safer. This is not on the agenda, but Melissa will draft a letter for us to approve in September. Individual businesses can write letters of their own. Toni said that if we meet during the week, we will get free space in the Vet's Hall.
- e. **Chamber of Commerce Liaison** (Toni and Carol): **no update**
- f. **Vacation Rentals**: **no update**

8. Action Items:

- a. **Discuss and vote on the SOW from Orange 22 on the SF Gate Stories**: The \$28k budget for the SF Gate stories has already been approved with the overall 24 | 25 budget and it was noted the specific SOW needed approval. Toni motioned to approve the Scope of Work for Orange 22 to create two SF Gate stories for the fiscal year July 1, 2024 to June 30, 2025 at a cost of \$28,000. Richard seconded the motion; and with a unanimous vote the motion carried.
- b. **Discuss and vote on whether to participate in the SLOCAL Unpacking video series**: Cheryl says that a combination of SLO Wine country, Cayucos beaches and Montana de Oro hiking would make for a great episode. The proposal was for Cayucos to contribute \$4k, SLO Wine Lodging \$2k, Los Osos | Baywood \$2k and the CBID \$2k to make up the \$10,000 contribution. The main benefit will be to become part of SLOCAL's media buy. The CBID will create a separate landing page with info on all 3 destinations. This \$4k will fund the effort for 1 year and we will receive video assets to use in our own efforts. Richard motioned to allocate \$4k to this co-op to take part in the SLOCAL unpacking video series; Toni seconded the motion; and with a unanimous vote the motion carried.

9. Future Agenda Items

- a. Letter to BOS from VAC on restoring the sea wall and making it safer
- b. Ask Bruce Gibson to give us an update on the Vet's Hall at the September meeting
- c. Whale Tail bench placement – ask for Bruce's input on the best spot

10. Closing Comments: Danielle will reach out to Bruce's office to make sure we are on his calendar and to find out if they will be submitting an application for further Vet's Hall funding.

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, September 9, 2024

Time: 5:30 p.m.

Location: Cayucos Visitor's Center

12. Adjournment: 6:21 p.m.