

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

Draft Meeting Minutes
May 13, 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 (excused)

Others Present:

Danielle Dubow, Admin
Danna Dykstra Coy, photographer
Melissa Kurry, Seelyon Beach Rentals
Bruce Gibson, BOS
Laila Kollmann, Shoreline Inn
Annie Buchser, Parks & Rec

-
- 1. Call to Order:** By Co-Chair Toni at 5:32 p.m.
 - 2. Public Comment:** Melissa said that Marshall Moens called her to say that they didn't know how to let people know about the Street Faire. Danielle will send her the master constituent list. Laila told the group that the protest from Cambria Pines Lodge for the CBID renewal was recalled from the BOS.
 - 3. Presentation: Bruce Gibson, BOS** – Update on Vets Hall, stairs and beach access. The BOS has the full list of beach access points that are closed, and they are working on a plan to restore them. Some are eligible for FEMA funds; some funds are reimbursed. The BOS will pay, some funding will come from Parks. The Coastal Conservancy won't maintain them because the damage happened so soon after opening. Funding will have to come from other sources. Bruce will get on the agenda for Parks. Melissa asked what causes Parks not to do inspections (Sean Cooper's office). The pier has a maintenance fund – should action have been taken before the big storm came and did such damage? Parks is underfunded and public safety has a high priority. It's purely political that the sheriff has such a huge percentage of discretionary funds. If a group came to the budget hearings to advocate for Parks funding, it would make a difference. Parks has to fight for discretionary funds (beach access, community parks) because they don't bring in direct dollars, although they bring tourists to the community. The TBID and CBID could make the case that money invested in parks makes sense and could advocate raising TOT to add money to the general fund. VAC has agency with matching funds when applying for grants, which makes a huge difference. Other counties have been able to raise funds for libraries and parks. We can offer matching funds. Can a private person pay for the rebuild of a specific beach access point? If the county is already involved at all, it's harder. Adopting a park with private funding could be possible. **Pier:** an engineering firm has been engaged to do a full evaluation in June. The restoration project has been submitted for possible FEMA funding. The pier is important for fireworks and Cayucos will figure out how to do them as close to the end of the pier as possible. **Vets Hall:** They are collecting liquidated damages from the contractor; they have done a terrible job, and they owe \$1000 per day because the project wasn't completed on time. Inspections are finding that work hasn't been done properly. It's supposed to be completed to contract by the end of September. This is the largest project this firm has ever done for the county, but they didn't put enough people on it so they will pay the penalty, but the county has to stay on top of it and administer the contract. **The History Center, Art Center, Community Involvement and Rental Fees:** The Vets Hall will be booked through the county, the Lions Club could be onsite managers, instead of parks coming in from SLO. The basic reservation system is in place, day to day onsite management will come from the community. We need to leverage the energy of the community to make this the premier venue on the Central Coast. The chamber is not getting free space and we won't get free meeting space either. **Morro Bay Connector:** \$32k for the Morro Bay Bike Trail between Cayucos and Morro Bay. They will be meeting in June. The county is supposed to maintain the trail but

there are no funds allocated for maintenance. The project was funded for construction – the county bought 350 acres from Chevron and phase two will add 700 acres. Cayucos Land Conservancy is raising \$500k. Phase 3 is a shore plan – the remediation of the tank farms and buildings to make a campground. The beach playground will get cleaned up; the sea wall will be taken care of. Danna said that it needs to happen before summer. The Coastal Commission will have it done by Memorial Day. Bruce also mentioned that a hotel on the north end of town is appealing to the Coastal Commission. The county approved the hotel, but the Coastal Commission has concerns about the sea wall and the stability of what it is built on.

4. Consent Items:

- a. Approval of Minutes: Toni moved to approve the 1.22.24 minutes with two corrections – Melissa was still a member of the board at that time and the events section was left over from the previous meeting; Carol seconded the motion; motion carried.

5. CBID Update

- a. Cheryl is not here to give the report. The BOS wanted to do an expensive survey to see how people felt about a TOT increase, but it got voted down. Expect to see this issue come back up though.

6. Financials: Cayucos is faring better than other communities – we are in a great spot. We are on track to be about even with last year’s income.

7. Committee Reports

- a. **Beautification/Outreach** (Carol and Richard): **no update**
- b. Marketing (Danielle and Danna): Marketing is still cooking – Danna does up to 6 stories a day and engagement is at about 90%! The channels continue to grow and local businesses really appreciate it when she features them. The maps have been approved and Danielle will have 5000 printed and sent to Melissa’s office for distribution.
- c. Events: **no update**
- d. Chamber of Commerce Liaison (Toni and Carol): **no update**
- e. Vacation Rentals: **no update**

8. Action Items:

- a. **none**

9. Future Agenda Items

- a. Bruce will come back in September
- b. Carol is presenting at the Lioness meeting about her park

10. Closing Comments: none

11. Next Visitor Alliance of Cayucos Regular Meeting:

Date: Monday, July 15, 2024

Time: 5:30 p.m.

Location: Cayucos Visitor’s Center

12. Adjournment: 6:57 p.m.