

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

**Draft Meeting Minutes**  
September 9, 2024 at the Visitor's Center

**Board Members Present:**

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

**Others Present:**

Danielle Dubow, Admin  
Christine Rizzo assistant to Danielle  
Cheryl Cuming, CBID  
Kaitie Sturtevant, CBID  
Melissa Kurry, SeeLyon Beach Rentals  
Ethan Bettencourt, Cayucos Skatepark Caretaker  
Rose Barrentine, Project Administrator

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1. **Call to Order:** By Co-Chair Carol at 5:32 p.m.
2. **Public Comment:**
3. **Consent Items:**
  - a. Approval of Minutes: Richard moved to approve the 7/14/24 minutes; Carol seconded the motion; motion carried.
4. **Presentation:**
  - a) Katie PR CBID, launching a "Back to Nature" tours integrated in the Cayucos destination stewardship and sustainability page of Visit SLOCAL website.
  - b) Rose and Ethan propose an application for funding Skatepark revitalization. Amount requested \$60K. The skatepark started as a grassroot project in 2001. The ramp has had a lot of use since then. Maintenance has been primarily done by volunteers and crowd funding. The ramp structure has been affected by weather and water damage. A professional renovation is necessary at this time. It is located by the Veterans Hall and has been an attraction for people from all over. The proposal includes a mural to be painted by local artist Dan Parks. With the improvement and beautification, it will be a tourist destination. Cheryl recommended the proposal rewritten to include how much it will increase tourism for restaurants and hotels. Also, to see if local resident pro skater Stacey Peralta can help with promotion of the park. Then it will be presented to CBID next meeting in October. Discussed the possibility of the Whale Tail bench being located at the park.
5. **CBID Update**
  - a. Cheryl announced the new campaign "HW1 Just Coast" website launched today. Cayucos will be featured in an "Unpacking" experience on the website. Next meeting, she will bring the number of engagements.
6. **Financials:** For the month of July financials are up 13% overall.
7. **Committee Reports**
  - a. Beautification/Outreach (Carol and Richard): No report

- b. Marketing (Danielle and Danna): Engagement is up but there is a flat line for new growth. Most engagement is pictures of nature (dolphins, whales and sharks) Danna will put pictures on Flickr. Future projects to include Pacific wildlife such as the Monarch butterfly trail. SF Gate possible stories for the spring, (1) the reopening of the Veterans Hall and revitalized skatepark. People also love stories about the ocean life cycle year-round. The difference of the seasons by what is washed up on shore. Danna knows a man Derrick who walks the beach every morning and could be a wealth of knowledge on this subject. This will focus on the circle of life on the Cayucos beaches. CPC on map download is \$.01. Printed maps have been distributed to local businesses. Melissa has more that can be distributed.
- c. Newsletter (Danielle) the open rate for the newsletter is at 24.9%. Note it will increase with the resend.

#### **8. Action Items:**

- a. **Seawall Crumbling** Melissa will write a letter to BOS in regard to repair and the importance of the seawall. It makes a strong visual impact for tourist as a destination and symbol of community. She will email Danielle. Cheryl moves to approve Melissa's letter with Cheryl's update. Danielle will work with Melissa. Richard seconds motion, motion approved.
- b. **Skatepark application**, Agreed support on the proposal with the fine tuning the focus on increasing tourism in the proposal.

#### **9. Future Agenda Items**

- a. Possible new billboard on the 101 or mural on side of school.
- b. SLOCAL visitors guide – CBID working with them on the behalf of LFA's. They are working on a package with all the communities.
- c. **Closing Comments:** Carol, The Vets Hall is getting closer to reopening. Everyone is excited. There has been some problem getting completed. It has been said the locals will be charged to use the space or earn credit by helping with cleaning the facility at \$25/hr. Reservations start in March. Construction trash needs to be cleaned up.
- d. **Next Visitor Alliance of Cayucos Regular Meeting:**
  - Date: TBD
  - Time: 5:30 p.m.
  - Location: Cayucos Visitor's Center

#### **10. Adjournment: 7:11 p.m.**