

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

Draft Meeting Minutes
November 18, 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:

Laila Kollmann, Shoreline Inn
Danielle Carpenter, Admin
Christine Rizzo assistant to Danielle
Cheryl Cuming, CBID
Danna Dykstra Coy, Photographer
Melissa Kurry, SeeLyon Beach Rentals
Ethan Bettencourt, Skate Park Representative

1. **Call to Order:** By Co-Chair Toni at 5:30 p.m.
2. **Public Comment:** Laila: The Car Show in 2025 will be on Veterans Day Weekend. Historically it has been held the first weekend in November. Combining the holiday with the car show is not beneficial for lodgings. It reduces the opportunity for 2 busy weekends to only one. Would like to go back to the original schedule of the first weekend in November.
3. **Presentation:**
 - a. Ethan Bettencourt giving update on application for funding of the skate park refurbishment/resurfacing. Rose Barrentine is not present due to an illness. The project will focus on promoting downtown unique beach town community. Cayucos is one of the few beach towns that has the vintage feel of the past. The skate park is unique because it is a wooden deck providing a more forgiving surface. Most modern skate parks are made of poured concrete, giving much different feel. Ethan has collected letters of support from local hotel owners in support of the skate park's importance to the community. Letters are from; Ryan Fortini, Cayucos Motel, Marshall Sumrall, Shoreline Inn and Richard Shannon, On the Beach. There has been local fund raising for the project. \$12000 and been raised and Bruce Gibson from the county is to contribute \$2,000 - \$5000. Local clubs (Veterans Hall, Rotary Club and Lions Club) can be presented with an opportunity to support. Ethan was asked if he had a marketing plan to reach out to non-residents to encourage more tourism. Rose is his Marketing expert and will have to get back to us. A question was raised as to whom insures the park. Historically The Lions Club has. It is on County land. This needs to be looked into. Also, a Recreation Certification would help in the presentation to the CBID. At the part the is a lot of billboard space to give recognition of organizations that helped with the project.
4. **Consent Items:**
 - a. Approval of Minutes: Richard moved to approve the 9/9/24 minutes. Mellissa has a correction: Item 8a needs to be changed from Cheryl approving Mellissa's letter to Carol. (Noted) Carol seconded the motion; Toni Abstains. All in favor, minutes approved with the correction.

5. CBID Update

- a. Cheryl: Revenue is up 9.5% from August. Richard says he is not feeling that. He is noticing hotels offering drastic discounts across California.
- b. The new Chumash Marine Sanctuary was highlighted in National Geographic. The Central Coast is the only coastal county with 2 marine sanctuaries.
- c. The bylaws have been updated. In January she will review those. By then the Board members need to be agendized and voted on then.
- d. She and Danielle attended a Brown Act training session. Discussed that in email communication members are not to reply to all in communication and not to discuss any board issues outside of meetings with other board members. It is also recommended to add a fourth member to the board to make communication easier. Toni mentioned Taylor Brindley could possibly be interested in being on the board. Taylor works for Toni. Board members also cannot comment, like or emoji on any social media posting featuring board business.
- e. The new branding for HW1 Just Coast is going very well.

6. **Financials:** Danielle; financials are looking the same as last year. July was up and August was Ok. Noted State Park has a capital reserve of \$10000 that could possibly be used for a project. Bruce Gibson sent a letter regarding the fee schedule for the remodeled Vets Hall. The issue of charging nonprofit groups to use the hall for regular meetings has been settled. Nonprofit groups will not be charged for the use of the hall for meetings during the week.

7. Regular Reports

- a. **Beautification/Outreach** (Carol and Richard): No report
- b. **Marketing** (Danielle and Danna): Danna; Across the board all social platforms are performing higher than average. Growing marketing for the Christmas Winter Walk and Christmas tree lighting. The King Tides in Aug/Sept received a lot of attention. Sunsets received attention too.
- c. **Newsletter** (Danielle) The newsletter open rate is 44%. Ads per click are at less than .10 cents. There are 5000 new subscribers. CrowdRiff stories have 91.5% interaction rate with a 54.4% completion rate. Most popular story with 4K impressions was the Winter Spectacular in Cayucos, CA. After the SF Gate story e campaign paid off with 1 million impressions. The risk paid off.

8. Action Items:

- a. **Skatepark application,** Board agrees that they would support the skate park application with additional information. Concerns of the marketing plan, recreational certification, recognition space and insurance issues still need to be clarified. Carol recommended that the board fund half of the project at 30k as local funding can still happen. Richard and Toni agree. Also, we would like to see the local professional skateboarders (Adam Ottenberg, Stacy Peralta) participate in promotion to attract tourism. Requested they also to include in the packet updated budget with other outside funding.
- b. **Board member renewal,** All three board members are submitting for renewal. Carol Kramer, Sea Shanty renewal for 2 years. Toni LeGras, Beachside Rentals renewal for 4 years. Richard Shannon, On the Beach B&B renewal 4 yrs. Richard motions to approve of all three members, Toni Seconds All in favor, motion approved. Cheryl wants to thank them for their service.

9. Future Agenda Items

- a. Review Bylaws.
- b. Agendize the chair positions and vote on them.
- c. Discuss the next SF Gate story
- d. Try to locate the Whale Tail bench

e. Remove billboard

10. Closing statements: Laila, the beach access rails are rusting and in terrible shape. Need to get some attention to fix them. It's a liability. Possibly invite a county supervisor to tour the area and see the state of the railing. Someone like Bruce Gibson.

11. Next Visitor Alliance Of Cayucos Meeting:

Date: January 13, 2025

Time: 5:30 pm

Location: 41 S. Ocean Ave., Cayucos

12. Adjournment: 6:52 pm