



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

"To promote and enhance the lodgings and businesses of Cayucos for the sustainable social and financial betterment of the community as a whole."

Meeting Agenda

Monday, January 13, 2025

5:30 p.m. – Visitor's Center: 41 S. Ocean Avenue, Cayucos

- 1. Call to Order**
- 2. Public Comment** *(Please limit to 3 Minutes)*
- 3. Presentations: Ethan Bettencourt, Skate Park Application, Bruce Gibson, BOS**
- 4. Consent Items**
 - a. Approval of 11/18/2024 Minutes
- 5. CBID Update**
 - a. Local Fund Summary
 - b. Program updates
 - c. Bylaws
- 6. Financials**
- 7. Regular Reports**
 - a. Beautification/Outreach (Carol and Richard)
 - b. Marketing (Danielle and Danna)
 - c. Events
 - d. Chamber of Commerce Liaison (Toni and Carol)
- 8. Action Items**
 - a. Discuss and vote on Ethan Bettencourt's application for beautification of skate park
 - b. Discuss and vote on 1-year terms for Board Chair or Co-Chairs
 - c. Discuss, select and vote on Vice Chair
 - d. Discuss and vote on proposal to create business cards and press credentials for Danna
- 9. Future Agenda Items**
 - a. Where to put the other whale tail bench
- 10. Closing Comments**
- 11. Next Visitor Alliance of Cayucos Meeting**

Date: March 10, 2025 @ 5:30 p.m.
Location: 41 S. Ocean Avenue, Cayucos
- 12. Adjournment**

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Board welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the district administrator (Danielle Dubow at 720-982-8661) at least 48 hours in advance of the meeting.