

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

**Draft Meeting Minutes**  
January 13, 2025 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  
Bruce Gibson, County Supervisor

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1. **Call to Order:** By Co-Chair Toni at 5:30 p.m.
  2. **Public Comment:** Add to Agenda Taylor Brindley application to join board. Richard motions to add to the agenda, Toni seconds and Carol declines. Motion carried by majority vote.
  3. **Presentation:**
    - a. Bruce Gibson: To give an update on the progress of the Veteran's Hall. The target date for construction to be done is March. Working with the same Construction company but they did add new subcontractors. Progress has been challenging and has pushed the finish date several times. In the contract liquated damages were put in place for delays. The contractor is paying \$2000 a day for the delays. This will help offset the new incurred expenses. After construction is finished the Parks Dept. will need 3-4 months to get the hall ready for the public I.e. audio/visual equipment, tables, chairs and other details. It will be completely available to the public by July. An open house will be hosted after completion.
    - b. Spoke to Parks Dept. regarding damage to the pier after the winter storms. The end of the pier needs repair, and they are getting estimates. The plaques at the end of the pier will be taken down and safely stored before any construction starts. The pier is insured but there is a deductible. Will see if FEMA can at least cover the deductible. The Coastal Commission will be contacted for a permit. The goal is to keep the pier at its historical length and not chop off the damaged end. The battery pilings are breaking and will have to be inspected by a engineer. All will be in the estimate.
    - c. The Sea Wall south of the bathrooms is crumbling. Funding for that will be in next year's budget. Anticipating repair by the summer of 2027. The county has stepped up patrol of the wall in regards of safety. Anything unsafe will be fixed at the time. This is their top priority.
    - d. The beach access stairs at Studio Dr. are in need of repair. The San Simeon CSD is responsible for beach access there.
    - e. Driftwood on the beaches from the storms has been removed. It was a public safety concern. The Parks Department has a 5-year waiver to remove driftwood in the Morro Bay / Cayucos connector, therefore no permit is required.
    - f. Handrails are broken at the 1<sup>st</sup> St. access. It is rusted and jagged. Needs to be fixed. Danna is to take a picture, send it to Danielle and she will get it to Bruce.
    - g. We are still looking for the Whale Tail Bench. It was supposed to be in the shed behind the Vets Hall managed by the Parks department. Danna will send an email to Bruce to help locate the bench.
  4. **Consent Items:**

- a. Approval of Minutes: Richard moved to approve the November 18, 2024 minutes, Toni seconds, all in favor, minutes approved.
5. **CBID Update**
  - a. The County Tourism Business Improvement District (CBID) Advisory Board and San Luis Obispo County are working with Civitas Advisors to modify the 1989 district ordinance to allow the County to contract with a non-profit to carry out tourism marketing services of the CBID. The goal is to transition the administrative, financial and procurement services from the County to the new non-profit. The process includes ordinance modification, formation of a new nonprofit corporation and drafting a service agreement between the County, the CBID and the non-profit corporation.
  - b. An agreement with Civitas is on the BOS agenda on 1/14/2025 to carry out the transition, totaling \$24,000 with a 4-month time frame. BOS meeting will meet March 11 to approve the Resolution of Intention, with a detailed timeline being approved at the 1/22 CBID Advisory Board meeting. The new non-profit will be effective May 1, 2025, and the immediate focus will be renewing contracts effective July 1, 2025.
  - c. The updated bylaws are now applicable across the CBID and all LFAs. The LFA officers (chair and vice chair) will have an annual renewal, and the board member will be a 4-year renewable term. The Vice Chair will conduct meetings if the Chair is absent.
    - a. Web traffic is up to 75k in sessions. Budget is tracking flat but is up 6% overall.
6. **Financials:** Danielle: Cayucos is at 15% total assessment; it is tracking to be a good year. Expenses are on track. Collections were down in November but were up in December leaving us still on track.
7. **Regular Reports**
  - a. **Beautification/Outreach** (Carol and Richard): No report
  - b. **Marketing** Danna: The Christmas events were very successful. She was very busy. The snow was very popular. The Polar Bear dip, the Christmas lights, Mr. and Mrs. Claus and the jingle bells on the wagon through town. Facebook had 1.6 million views compared to 728 last period. Cayucos Instagram tracks still over the 75<sup>th</sup> percentile. Organic engagement grew over the 28 days. Popular stories were the King tides, Beach clean-up.
  - c. **Newsletter** Danielle: The newsletter open rate is 33.4% with subscribers doubling. Crowdriff most popular story had 45.4K views.
  - d. **SF Gate Spring Ideas;** discussion of subjects: The green hills, the wildflowers, Whale trail, and Cayucos 125<sup>th</sup> birthday. It was decided to focus on the birthday. All the historical aspects of Cayuco. The Jail, way station, Paul Andrews Park, Whale rock dam. Lou Smith is a great source of historical facts. Laila will follow up with Lou.
  - e. **Press pass lanyard and business cards for Danna:** board asked that Danielle try to get the price down from \$500 and proceed with providing these items to Danna.
8. **Action Items:**
  - a. Vote on Chair and Vice Chair. Richard motions to elect Toni as Chair and Carol as Vice Chair., Toni seconds, with a unanimous vote the motion is approved.
  - b. Vote on board membership. Richard moves to approve Taylor Brindley's application to join the board, Carol seconds, all in favor, motion carried. Her membership is contingent on confirming that there is no conflict of interest because she works for Toni but has her own rental property.
  - c. Daniele will make Danna business cards and ID.
9. **Future Agenda Items**
  - a. Approach Ryan Fortini to join Board.
10. **Closing statements:** Have a great evening.
11. **Next Visitor Alliance Of Cayucos Meeting:**

**Date:** March 10, 2025  
**Time:** 5:30 pm  
**Location:** 41 S. Ocean Ave., Cayucos
12. **Adjournment:** 6:48 pm