



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, March 10, 2025, 5:30 p.m. – Visitor's Center: 41 S. Ocean Avenue, Cayucos

- 1. Call to Order** **LeGras/Kramer**
- 2. Public Comment** (Please limit to 3 Minutes) **LeGras/Kramer**
- 3. Presentations: None**
- 4. Consent Items** **LeGras/Kramer**
 - a. Approval of 1/13/2025 Minutes
- 5. CBID Update** **Cuming**
 - a. Local Fund Summary and Program Updates
- 6. Financials** **Carpenter**
- 7. Regular Reports**
 - a. Beautification/Outreach **Kramer/Shannon**
 - b. Marketing (Danielle and Danna) **Carpenter/Dykstra-Coy**
 - c. Events
 - d. Chamber of Commerce Liaison **LeGras/Kramer**
- 8. Action Items**
 - a. **Approval of Resolution supporting new non-profit Highway 1 Tourism Alliance** **Cuming**

A resolution designating SLO County TBID funds to Highway 1 Tourism Alliance (HITA) and recommending HITTA as the designated County contractor.
- 9. Future Agenda Items**
 - a. Where the other whale tail bench and where will we put it?
 - b. 2025-26 Budget
 - c. 2025-26 Marketing and Social Media Proposals
- 10. Closing Comments** **LeGras/Kramer**
- 11. Next Visitor Alliance of Cayucos Meeting**

Date: June 9, 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 Carpenter at 720-982-8661) at least 48 hours in advance of the meeting.