

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

Draft Meeting Minutes
March 10, 2025 at the Visitor's Center

Board Members Present:

Toni LeGras, Beachside Rentals (Chair)
Carol Kramer, Sea Shanty (Vice Chair)
Richard Shannon, On the Beach B&B
Taylor Brindley, Property Management

Others Present:

Danielle Carpenter, Admin
Christine Rizzo, Ass to DC
Cheryl Cuming, CBID
Danna Dykstra-Coy, Photographer
Melissa Kurry, Seelyon Beach Rentals

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1. **Call to Order:** By Co-Chair Toni at 5:31 p.m.
 2. **Public Comment:** Ethan Bettencourt will not be presenting the progress on the skate park tonight.
 3. **Presentation:** NONE
 4. **Consent Items:**
 - a. Approval of Minutes: Richard moved to approve the January 13, 2025 minutes, Toni seconds, all in favor, minutes approved.
 5. **CBID Update: Cheryl**
 - a. January collections were up from December.
 - b. The spring focus will be on the beaches. Check member page for resources.
 6. **Financials:** Danielle:
 - a. Collections were at 14.48 of TOT. Budget in on par with 2024 with balance of \$38,144.98
 7. **Regular Reports**
 - a. **Beautification/Outreach** (Carol and Richard): No report
 - b. **Marketing:** Danielle: The newsletter has an open rate of 40% with 5000 new subscribers. Crowdriff is doing well. The most popular story Jan/Feb was the 2025 Bucket list story with a 76% interaction rate. Danna: Facebook page shows significant engagement up 38%. The most popular post was the early morning light from the pier. The hills were a vibrant green. Instagram had an increase as well. There was great response to a video of the harbor seals joining early morning swell session with the local surfers.
 - c. **Events:** None to note
 - d. **Chamber of Commerce:** Upcoming Antique Street fair in May. The Celebration of Cayucos 150th birthday. Hopefully the Vets Hall will be open and will donate space for the celebration. If that doesn't work possibly Borradori Garage will donate space.
 8. **Action Items:** Action Item: Approval of Resolution supporting new non-profit-Highway 1 Tourism Alliance.

Cheryl; a resolution designating SLO County TBID (CBID) funds to Highway 1 Tourism Alliance (H1TA) and recommending H1TA as the designated County contractor. CBID would like to move forward forming a non-profit so county can designate the non-profit to provide services: Accounting, Tax, Legal,

Insurance, physical office space (State requirement) and Administration, therefore, decreasing the services that the county will need to continue to provide. CAO reviewed the details included on the anticipated expenses summary and noted that this document was included within the board packet.

The resolutions' goal is 1.) designate funds to Highway 1 Tourism Alliance (H1TA) 2.) recommend the non-profit as the designated contractor. The nonprofit will function as a corporation. The articles of incorporation have already been approved. The LFA's will all be requested to approve the resolution in March with a non-profit effective date of May 1 2025. The services that the non-profit will be providing will add additional expenses that will be (50% paid by CBID and 50% paid by LFAs)

The 2% county fees will continue to be paid to fund the following functions: position on new non-profit | H1TA, attend meetings of existing advisory board and H1TA, advising/reporting to the County CAO regarding CBID, H1TA and funds status, managing contract for services with H1TA and County (renewing as needed), local Ethics and Form 700 tracking for CBID Advisory Board members, BOS agenda items for CBID Advisory Board members and Local Area advisory board members (resignations, vacancies, renewals, appointments), Annual Hearing renewal of the CBID Assessment, collecting and transferring assessments to H1TA monthly and providing TOT financials monthly.

This new resolution will streamline the application and contracting processes, including procurement processes. The required time for processing funding applications has been 4 months (as stated on the application form), and once the non-profit is formed, it is anticipated to reduce by half as applications will no longer need to go before the BOS. Once the new non-profit BOD approved the application, the requested funds will be processed through H1TA. All CBID and local fund area board positions as noted in the paragraph above, will continue to be approved by the BOS.

Richard motions to adopt the resolution and Carol seconds. Voice vote of the board Ayes: Richard Shannon, Carol Kramer, Toni LeGras and Taylor Brindley. No further discussion. No objections or abstentions. Motion passes.

9. Future Agenda Items

- a. 2025-26 budget
- b. 2025-26 Marketing
- c. 2025-27 Admin

10. Closing statements: Have a great evening.

11. Next Visitor Alliance Of Cayucos Meeting:

Date: June 9,2025

Time: 5:30 pm

Location: 41 S. Ocean Ave., Cayucos

12. Adjournment: 6:29 pm