



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, June 16, 2025, 5:30 p.m. – Visitor's Center: 41 S. Ocean Avenue, Cayucos

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| 1. Call to Order | LeGras |
| 2. Public Comment (Please limit to 3 Minutes) | |
| 3. Presentations: County Parks Proposals, Chamber of Commerce Proposal | Richardson/ Van Fleet |
| 4. Consent Items | LeGras |
| a. Approval of 3/10/2025 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. Discuss and vote on 2025-26 Marketing Proposal
One year marketing agreement that includes advertising, newsletters, LFA Imperatives, Website Review and marketing contingency funds | Carpenter |
| b. Discuss and vote on 2025-26 Social Media Proposal
One year agreement for photography and social media management. | Dykstra-Coy |
| c. Discuss and vote on 2025-26 Budget
Annual Budget including administration, marketing, project funding and all other expenses. | Carpenter |
| d. Discuss and vote on County Parks Proposals
Cayucos Landing ongoing funding and World Ranger Day funding proposals | Richardson |
| e. Discuss and vote on the Chamber's Proposal for the 150 Cayucos Birthday Party | Van Fleet |
| 9. Future Agenda Items | |
| a. Where is the other whale tail bench and where will we put it? | |
| b. Skate Park Proposal | |
| 10. Closing Comments | LeGras/Kramer |

11. Next Visitor Alliance of Cayucos Meeting

Date: August 11, 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.