

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

Draft Meeting Minutes

June 16, 2025 at the Visitor's Center

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Christine Rizzo, Ass to DC
Cheryl Cuming, CBID
Danna Dykstra-Coy, Photographer
Tayna Richardson, County Parks
Alicia VonFleet, Chamber of Commerce

1. **Call to Order:** By Carol at 5:32 p.m.
2. **Public Comment:** Motion to add an Action Item to the agenda: Discussion and vote for the Shadetree Admin Scope of work Contract for July 1, 2025, to June 30, 2026, with budget of \$7,035. Richard motions to approve adding the item to the agenda; Toni seconds, all in favor; motion passed.
3. **Presentations:**
 1. **Tayna Richardson, County Parks Dept.**
 - a. **World Rangers Day;** County Parks Dept. is celebrating World Ranger Day in Cayucos on July 31 starting at 10 am. It is a one-day event showcasing Rangers around the world and those who lost their lives in the line of duty. They expect 100 – 150 people from all over to attend. The event will feature a Junior Ranger program, Showcase of Ranger flags and trucks from various rangers. World Ranger Foundation is funding the event. Lions club will be providing a BBQ lunch following a presentation. Rangers will be traveling to Cayucos from all over internationally and local hotels will be hosting some of them. The event is going to be held at the Veterans Hall if it is finished. Otherwise, they will move outdoors. The request is for \$1200 for food only.
 - b. **Marketing for the Vets Hall;** County Parks has been tasked with making an annual bond payment of \$270,000 with revenue generated to cover operational expenses and staffing. The goal is to have a wide-reaching marketing plan to generate bookings at the Vets Hall i.e., weddings, meetings and other types of events. This proposal is looking at advertising on online platform Wedding Pro. Cayucos would be featured on The Knot website. This website is used for potential wedding booking. Referrals would be generated from clients filling out an inquiry that is sent directly to us for follow up. The Knot is a widely used platform. Starting with a one-year subscription with The Knot to see how it goes. Parks usually does not manage these types of events, so they will be on a learning curve. They have hired a person to manage the requests and bookings, and she has experience in event planning. Firstly, they would like to get some print materials to hand out to potential clients. On the County parks website, they will have a link that will focus entirely on Cayucos Landing (Vets Hall) She has put together a packet with pictures and timelines. Timeline could change due to the fact the Hall is not completely done with renovations. A question about an email marketing campaign being done. Answer They have already started an email campaign. On the Parks webpage there is an Interest list people can join. Question: When will the hall be done. Answer: they are working on an issue with securing the barn door and resolving some ADA issues before they can receive their certificate of

operations. After receiving the Certificate of Occupancy then the county parks and community groups will come in and done the final touches. AV equipment, window covering, janitorial supplies etc. Friends of Cayucos will be part of that process. The budget for this marketing request is \$4384.20. this covers the one-year subscription to The Knot, print material and distribution costs.

2. Cayucos 150 Birthday Celebration; Alicia Van Fleet, Chamber of Commerce. On the weekend of September 19 through the 21 a proposed a 3-day celebration for the 150th year of Cayucos. It will kick off Friday evening with a party in the Borradori Garage that will include a beer garden and food trucks. Saturday will be a street fair with vendors, food trucks, bounce house and live music. Sunday will end with a pancake breakfast/champagne toast at the Vets Hall. A composer has composed a symphony called Cayucos by the Sea and would like to speak about, the historical society can do tours, and a musical stage has been contacted. This event will hopefully bring over-night guests filling up the hotels. Question: Any other big events that weekend? Answer: No, this weekend was specifically chosen for that reason. Question: How will this be marketed out of the area to draw visitors? Answer: Through the Chambers website and an email blast. BIG BIGSLO said they would help promote. Other social media will help. She is hoping the Lions Club, Lioness and Rotary club may help run the events. Question: what is the capacity for the Borradori Garage? Answer: possibly 250 standing. To accommodate more possibly use the outdoor space. Attendance should be around 5000 and half from out of town. The Chamber is requesting \$15,000 from VAC to fund this event.

4. Consent Items:

- a. Approval of Minutes: Richard moved to approve the March 10, 2025, minutes, Toni seconds, all in favor, minutes approved.

5. CBID Update: Cheryl

Since the inception of the CBID in 2009 there has been 200 Event Grants funded, 60 Beautification & Infrastructure grants funded with a total of \$1.8M disbursed. Just last year 11 events grants funded, 2 beautification grants funded with a \$198K disbursed. Web traffic has gone up 27% users and 30% sessions. The new nonprofit was voted in and started May 1. The BOS meeting was held June 3 and renewal of the CBID was passed, with the condition of doing a survey. CBID is in the process of renewing around 25 contracts for BID Bunch and LFAs and will be complete at the CBID meeting on June 25 to begin the new fiscal year. Highway 1 will still not be open this summer. Construction is ongoing. The ground is unstable and there are robots doing the work. Website numbers are up 30% consistently year over year. Question: Why was Edna Valley TOT/Assessment so drastically higher. Answer: The numbers were given by the county and inadvertently included unincorporated Paso Robles in error. Question: Why is BOS asking the CBID to do a satisfaction survey? Answer: with 4 hotels protesting totaling the 8% protest the BOS requested a satisfaction survey of lodging properties to assess performance and programs. It was noted that one Cayucos hotel did protest – Cayucos Beach Inn. Operating as an 1989 district the BOS has the authority legally to dismantle the CBID so in the coming year the CBID may consider converting to a 1994 district, which has been requested by the County following the formation of the non-profit. If the CBID renewal is not supported by the BOS, then all the local fund areas would lose the funding and no longer exist. Next CBID meeting this topic will be discussed.

6. Financials: Danielle:

VAC is the #2 largest LFA in collections at 33%. April was a little low, but May was flat. Overall, we are up quite a bit \$38K/\$39K. Still bringing in more than spending.

7. Regular Reports

- a. **Beautification/Outreach** (Carol and Richard): No report
- b. **Marketing:** Danielle: The newsletter has an open rate of 49%. Next newsletter will be sent next for an approval and sent out the following Wednesday. Social Media ads have a CPC \$.08 and the CTR is a high 7.18%. 5000 subscribers have been added to the newsletter. A cleanup of non-subscribing emails has been archived, cleaning up the list to only subscribers. Doing this saves money. Crowdriff is doing well with 1200 views with a 71% of viewers clicking to view the content. Comment: if decided to do the SF Gate story she recommends doing it early so we can focus on the Birthday Celebration. Comment: SLO Cal magazine is offer the annual add and would you like to budget for that? CBID is not participating. Toni feels it is not beneficial and hard to measure the effectiveness. The magazine also does not allow individual web addresses or QR codes. SLO Cal wants all interest direct to them only. Everyone agrees it's not something they are interested in.
Danna: Noted the report presented was printed 5 days ago and looking at the number today they have increased by 25% not 2%. Facebook was up 25%, published content was up 81%. The rates are constantly moving depending on when the report is run. She had emailed all member Tips How to Boost your posts. She will be sending all the businesses in Cayucos these tips. That way she can have more content to repost. This way everyone can be visible, but they have to create content for her to share. She encourages businesses to do more story telling content.
- c. **Events:** 4th of July coming up.
- d. **Chamber of Commerce:** See presentation of the 150th birthday celebration above.

8. Discussion and Action Items:

- a. **Approval and vote of Marketing contract Shade Tree.** The prices have not changed nor the scope of work. No further discussion or questions.
VOTE: Richard motions to approve contract start date July 1, 2025, to June 30, 2026, a budget of \$54,360, Toni Seconds, there no objection and all are in favor. Motion PASSED
- b. **Discussion and vote for Admin contract.** Presented Admin contract with budget of \$7,035.
VOTE: Richard motions to approve admin contract start date July 1, 2025, to June 30, 2026, with budget of \$7,035, Toni seconds, no objections and no questions and the motion PASSED
- c. **Discussion and vote on contract for Danna Joy Images.** Danna presents her new contract with a pay raise. She explains how much extra time she puts in and has really helped promote Cayucos. She really goes above and beyond, and the community knows she is the person to call for coverage. Everyone agrees Danna is a great asset and works exceptionally hard.
VOTE: Richard motions to approve Danna Joy Images contract starting July 1, 2025, to June 30, 2026, with a budget of \$55,440. Toni seconds, there are no objections, all are in favor. Motion PASSED
- d. **Discussion and vote for Budget for 2025 – 2026.** The presented budget had some calculation errors. After much discussion and review the revised budget to shall be \$249,420.
VOTE: Toni motions to approve revised budget for 2025-2026 with a total of \$249,420, Richard seconds, there are no objections, all are in favor. Motion PASSED
- e. **Discussion and vote for World Ranger Day request for \$1200.** Noted the wrong application was filled out. With the event on July 31 this is short notice but could be pushed through. It is only a one-day events and the possibility of bringing up hotel reservations do not seem likely. The \$1,200 requested it to purchase food for the lunch BBQ. Lions Club is doing the cooking.

VOTE: Toni motions to approve \$1200 for the food contingent with a proper application is filled out., there is no second, motion is DECLINED

- f. **Discussion and vote for County Parks marketing for Vets Hall.** Taylor mentions she has a lot of friends that have used The Knot platform to find wedding venues and think this will bring people to stay in Cayucos. The Vets Hall still does not have a open date.

VOTE: Toni motions to approve application for \$4,384 contingent to a meeting with the marketing person for the Hall and give an open date of the Hall, Taylor second, there are no objections, all are in favor. Motion PASSED

- g. **Discussion and vote to approve Chamber of Commerce request Cayucos 150th Birthday Celebration, \$15,000.** The presentation was great all want to see this event take place, but more details are needed. Do they have enough people to run the event? Have they investigated permitting? Worried about the execution of this large event. **VOTE:** 1. Taylor motions to approve \$10k for the 150th Birthday Celebration planned by the chamber, contingent on the Chamber returning to a special meeting with a logistics plan and the other \$5k approved later. No second, motion DECLINED
2. Richard motions to deny the proposal at this time but give them the opportunity to come back with more information, logistics and marketing plan details on how they plan to attract people from out of the area. Toni seconds, Carol abstains, no objections, motion PASSES. Danielle will contact Alicia about a possible special meeting on July 7 to present the additional information requested.

9. Future Agenda Items

- a. Find the whale tail bench and where to place it.
- b. Skate Park proposal

10. Closing statements: Have a great evening.

11. Next Visitor Alliance Of Cayucos Meeting:

Date: August 11,2025

Time: 5:30 pm

Location: 41 S. Ocean Ave., Cayucos

12. Adjournment: 7:34 pm