

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

**Draft Meeting Minutes**  
January 12, 2026 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 Brindley, Property Management

**Others Present:**

Danielle Carpenter, Admin  
Melissa Kurry, SeeLyon Rentals  
Cheryl Cuming, CBID  
Danna Dykstra-Coy, Photographer

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**1. Call to Order:** By Toni at 5:36 p.m.

**2. Public Comment:**

Richard said that when looking at Cayucos Landing for bookings, it's hard to find a calendar to know when dates are blocked out and what events are happening. Carol is having a meeting with them, and will talk to Annie about a calendar.

**3. Consent Items:**

Approval of Minutes: There are two corrections: Melissa was at the meeting and Richard said that there **may** be less funding, not there **will** be less funding for the Seaglass Festival going forward. Tony motions to approve as amended; Richard seconds; all in favor. APPROVED.

**4. CBID/H1TA Update: Cheryl:**

**a.** VAC has three open board seats. Cheryl distributed copies of the Brown act there's a recording of the last training if anybody wants it.

**b.** Report on the survey results: It cost around \$40,000 to administer the survey because the county asked that a third-party managed the process, which took 4 1/2 months. The county provides the master list of people to be surveyed; there was a Spanish version that didn't have any responses. Weighted results have not been provided by the county yet. The survey closed November 19.

55% of vacation rentals show zero rent collected, so they're inactive and not being used as vacation rentals. 659 vacation rentals are active, and surveys received a 24% response rate of active vacation rentals and 90% of hotels. The CBID learned a lot and received positive feedback. One of the findings was that we need to tell more people about our successful effort efforts. The results show that people want us to prioritize tourism marketing, events, beautification, and then stewardship at the end. Those who protested also had positive responses and the VAC needs more visibility so that more people know what we do.

Cheryl is presenting the results of the survey at the January 28 CBID meeting. Cheryl will send Danielle all the comments in a format that protects the anonymity of the survey respondents. In the comments, there were multiple requests for more events and beautification infrastructure projects.

**c.** Carol says that there's a town hall on February 28. The advisory council would like to get rid of vacation rentals in Cayucos. There's no enforcement and on the weekends that's when people make complaints, there's no one to do anything about it. The county needs more people to work weekends Richard brought up a question about the carryforward saying that he was concerned that the state or the county could confiscate the funds in our carryforward so it would make sense to use some of the money on improvements in Cayucos. Tony mentioned Airbnb is charging host fees of 15 to 17% instead of 3% and some people are pulling their vacation rentals off that platform.

5. **Financials: Danielle:** We are bringing in more than we are spending and as of November we have added about \$3k to our reserves. September and October were up YOY but November was down.

## 6. Regular Reports

a. **Beautification/Outreach** (Carol and Richard): No report.

b. **Marketing: Danna:** There were high views and engagement with the polar bear plunge, the holiday events, and king tides. 40% of views in December from non-followers - we picked up a lot of new people who shared the reels. The polar bear images captured the spontaneous joy of people and costumes dancing in the street. Danna will send information on the Diva Surf Club event to Cheryl and Claudia. The surfer magazine had it on their cover and it's kind of a big deal. She will also share wildlife photos with the CBID since we're in the Wildlife campaign right now. Danielle will send Danna a shot list and we'll find a portal that we can use to share videos.

**Danielle:** The newsletter goes out tomorrow. Working with Visit California to upload videos into the new galleries. Social ads are performing well at a cost of \$.04 per click. We are also running leads ads, which help grow the newsletter email list.

c. **Events:** Sea Glass Festival has been cancelled due to difficulty with permitting at the Borrodori Garage. The intention is to start early in planning the event for 2027. Carol talked to the county and the best price they could give her was \$18,000 for holding the event at Cayucos Landing. The event planner's fee was \$17,000, so right away the event was in the hole for \$35,000 before any tickets had been sold. VAC is going to have to give them more money next year to get it started. Apparently, Cayucos Landing is booking out for weddings, which are not priced out of the market. Cayucos gets five local events per year between all local organizations. The Chamber would like one of those for an annual birthday party. Carol did not ask that the Sea Glass festival be one of the five events this year.

d. **Chamber of Commerce:** no report

## 7. Action Items

a. **Chair and Vice Chair:** Richard motions to renew Tony's chair and Carol's vice chair positions. Taylor seconds; all in favor. Motion APPROVED.

b. **Approval and Discussion from ECO SLO:** Richard noted that a clean beach brings people back and asked if we could fund cleanup bags. Danielle will ask Kendra if that's something we can do. We could also print stickers that we could put on the existing cleanup bags. Taylor motions to approve the ECOSLO application for \$2500 for 4 cleanups during the summer. Richard second; all in favor. Motion APPROVED and a future action item would be bags or stickers for recognition.

## 8. Future Agenda Items

a. Print clean up bags or stickers for ECOSLO clean ups

b. Brand Refresh by Sunshine & Bourbon

c. Bike race application from Aaron Linn from Linn's restaurant in Cambria.

d. Find the whale tail bench and where to place it.

9. **Closing statements:** Brand refresh: logo color, palette, two-page brand guidelines, type face, tagline as a future action item to considering March once we have a price from sunshine and bourbon.

**10. Next Visitor Alliance of Cayucos Meeting:**

**Date:** March 9, 2026

**Time:** 5:30 pm

**Location:** 41 S. Ocean Ave., Cayucos

**11. Adjournment:** 6:49pm