

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

Draft Meeting Minutes
May 20, 2026 at the Visitor's Center

Board Members Present:

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

Others Present:

Danielle Carpenter, Admin
Christine Rizzo, Asst Admin
Cheryl Cuming, CBID H1TA
Danna Dykstra-Coy, Photographer
Jessica Ireland, CEO Sunshine & Bourbon via Zoom
Keith Ireland, ECD Sunshine & Bourbon via Zoom
Nilesh Patel, Sunshine & Bourbon Via Zoom

1. **Call to Order:** By Toni at 5:30 p.m.
2. **Public Comment: None**
3. **Presentation: Sunshine & Bourbon Rebranding presentation. Via Zoom.** Jessica, Keith and Nilesh, Sunshine & Bourbon has worked with successfully with SLOCAL, City of Phoenix, AZ, Galveston, TX and Billings, MO promoting brands for tourism. A full description of their vision and promise to deliver a brand for Cayucos with a power-point presentation was given to the board. They discussed their work ethics and the promise of a deep dive to find the essence of Cayucos. The proposal has a cost of \$8000. They will deliver, in a 4-month period, a full research analysis, creative strategy brief, brand planning and conception and a brand style guide. A brand video can be added for an additional \$5000. The board will discuss the proposal.
4. **Consent Items,** Approval of meeting minutes for 1/12/26, 2/2/26 and 2/4/26. **VOTE** Toni motions to approve the minutes for 1/12/26, 2/2/26 and 2/4/26. Taylor 2nds. All in favor. **MOTION PASSED**
5. **H1TA Update: Cheryl**
 - a. LFA update May 2026: the web traffic as of April is up around 15%. Since Highway 1 reopened as a whole TOT was up 26.54%. They are projecting to end the year 5% up. This is the only destination in the county to consistently grow TOT year after year. Despite adding inventory from only one new hotel, TOT keeps growing. Update on the district conversion to a 94 district: the petition to move forward has been pushed back due to the new BOS request to review the management district plan. It was noted that the H1TA board has also adopted a Code of Civility - this is designed to have public meetings be conducted in a productive and professional manner. All LFAs received the Code of Civility and are asked to follow these principles.
 - b. Music Road Trip App. A presentation of the new app was given by Cheryl. How the app works: when people are traveling, they can search to find live music venues and festivals, as well as places to stay. This app was launched 4 months ago, has 60K users so far and was featured in Forbes Magazine. A cost of \$2000 annually for each LFA to have all the music event, restaurants and lodging be promoted. The board will discuss the app.
6. **Financials:** Danielle, the budget is looking great. We are bringing in more than we are spending. The carryforward is growing. We are on target to end the year above last year's growth.

7. Regular Reports

- a. **Beautification** Carol; Cayucos Landing is not meeting its financial goals. The word around town is the communication with them is terrible. Visibly there doesn't seem to be a lot to events going on there. We will be reaching out to them about their calendar and make sure lodging is being promoted for the planned events. A heads up the county pool is closed for repairs. It will probably be a long project. In the future they will be possibility asking for money to help with the reopening.
- b. **Marketing:** Danielle: The newsletter in March was about all the spring events in Cayucos. Open rate was at 36.9%. Next issue goes out end of May. The mailing list has grown by 5,300 new people by just the maps and an additional 272 through lead ads. The click through rate is almost 13% which is really high. Cost per click is \$.20 and cost per lead is \$1.45. Visit California has converted from CrowdRiff videos to regular mobile videos. She will continue to create more videos to upload. LFA imperative social ads: April impressions were 64,092, 4,344 CTR with a CPC of \$.18. The SF Gate story was promised 1M views and we received 1.5M. Danna: FB had 1M views that is up 198.9% from the previous month. View breakdown (April-May) followers +58%, non-followers up 307.1%. Facebook keeps growing. Top story was the Velella-Velella fish on the beach. Other stories where the local food. INSTA has 1.2M views the is 398.7% over last month. Gained 743 new followers. Top story was the Velella-Velella fish and other top stories were the local food. She said she gets lots of questions about the wildlife on the beach. The post and video of the Velella-Velella fish went viral. Danielle boosted that post when she saw how well it was doing.
- c. **Events:** Toni would like the rep from the Classico bike event to come back with the numbers.
- d. **Chamber of Commerce:** Toni requests the chamber to come back with numbers from the birthday celebration.

8. Action Items

- a. **Discuss and Vote on Shadetree Admin contract for 26-27.** The new contract reflects a dollar raise and additional expenses for possible printing. **VOTE:** Richard motions to approve the 2026-27 admin contract for \$7620, Toni 2nd, All in favor, **MOTION PASSED**
- b. **Discuss and Vote on the Danna Dykstra-Coy social media 26-27 contract.** The contract scope and fee are the same as last year. Contract amount \$55,440. Board asked how the meeting with 10 business, persons, professionals, photographers and other media is going. Danna explained she doesn't hold formal meetings exactly - she is a constant presence in the town and informally talks/visits with whatever relevant subject is going on. **VOTE:** Taylor motions to approve 2026-27 contract effective July 1 2026 through June 30,2027 amount of \$55,440, Carol 2nds, All in favor. **MOTION PASSED**
- c. **Discuss and Vote on Shadetree Marketing 26-27 contract.** Danielle: the contract price has gone up a little because Mail Chimp has raised their price. The rest of the scope and fees stay the same. **VOTE:** Richard motions to approve 26-27 marketing contract amount of \$49,500 effective July 1, 2026 through June 30, 2027, Toni 2nds, All in Favor **MOTION PASSED**
- d. **Discuss and vote on the rebranding proposal by Sunshine & Bourbon.** Board discussed whether the area needs rebranding. Could it be done by a local company? Some wonder if is necessary since they are doing really well with TOT. It was decided to keep the money for the rebranding in next year's budget but to hold off on voting. **VOTE POSTPONED**
- e. **Discuss and vote on whether to participate in the Music Road Trip App** The boards discusses if this would be an asset to lodging in Cayucos. There are not a lot of music venues in Cayucos but travelers around the area for music could be drawn to the area to stay if we participate. **VOTE:** Toni motions to approve up to \$2000 to participate with the app, Richard 2nds, all in favor, **MOTION PASSED**

f. **Discuss and vote 2026-27 budget.** The board discussed the new budget numbers. As presented the projected budget total is \$266,414.74. **VOTE:** Richard motions to approve the budget for \$266,414.74 effective July 1 2026 through June 30,2027, Taylor 2nds, All in favor, **MOTION APPROVED**

9. Future agenda items

- a. Print clean up bags or stickers for ECOSLO clean ups
- b. Have the Chamber provide numbers from the 150th birthday celebration
- c. Where will we put the Whale tail bench?

10. Closing Comments None

11. Next VAC meeting

Date: July 13, 2026

Time: 5:30 pm

Address: 41 S. Ocean Ave., Cayucos

12. Adjournment: 7:29 pm