

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

Minutes

January 6, 2014 – Cayucos Visitor’s Center

Board Members Present:

Mike Hargett, Pier View Suites
Steve Hennigh, Good Clean Fun
Toni LeGras, Beachside Rentals (Co-Chair)
Carol Kramer, Sea Shanty (Co-Chair)
Cindy Walton, Cayucos Vacation Rentals

Others Present:

Ashlee Akers, Verdin Marketing
Kiki Kornreich, Cayucos Sea Glass Festival
Stuart Selkirk, Cayucos Cellars

Absent: Grace Lorenzen, Cass House (excused)

CBID: Cheryl Cuming (CAO) & Shirley Lyon

1. **Call to Order:** By Co-Chair Toni LeGras at 5:38 p.m.
2. **Public Comment:**
 - a. Shirley invited everyone to the Grand Opening of the Cayucos History Museum on Friday, January 17th from 5:00 p.m. – 7:00 p.m.
 - b. Toni shared a list of how many guests have visited the Cayucos Visitor’s Center since its opening.
3. **Consent Items:**
 - a. **Approval of Minutes 12/2/13 Meeting:** Cindy Walton made a motion to accept the Minutes of the December 2, 2013 Meeting with no additions or corrections. Carol Kramer seconded the motion; motion carried with Mike Hargett abstaining.
4. **CBID Update/Programs Funded through Local Boards:**
 - a. December Local Fund Update: Facebook likes are at 19,201 (up almost 1,900 from November) with a weekly reach of 24,353 and the e-blast is up to 15,698 (up 940 from November).
 - b. Packages for the Coastal Discovery and Stewardship Month are strongly encouraged.
 - c. The CBID booking engine Request for Proposal is targeted for release on January 15th.
 - d. The next CBID Board Meeting is Wednesday, January 22nd at 12:00 p.m. at the Apple Farm.
5. **Financials:** Total contribution from July through November was 13.70% with a total net income of \$49,175.48.
6. **Committee Reports:**
 - a. **Marketing/Events:** Jay was out of the country and Grace is temporarily decommissioned, so the committee did not meet. An attempt was made to setup the initial intake session with Verdin, but due to the holidays, a date could not be coordinated. Ashlee described what the intake session will entail and stated that Verdin is willing to attend all the VAC meetings in Cayucos; however, they strongly encourage the intake session to take place at their office in SLO as it is setup distinctly for brainstorming purposes, as well as the capability of projecting Alan Riester on a big screen TV, as he is out of the state. Ashlee estimated the meeting will be about 2 hours and development will begin after the discussion at the meeting. The board scheduled the meeting from 4:00 p.m. – 6:00 p.m. on Thursday, January 16th.
 - i. **Co-Op Opportunities:** Cheryl stated that the CBID has talked with various media outlets regarding Co-Op Opportunities and reviewed the packet summarizing each one (copies can be obtained from Melissa). The list included details (pricing and deadlines) for each program from the Spring Campaign with National Geo Traveler and Hot Spots Travel Newsletter, the Spring Campaign with Bay Area News Group, KTLA 5 Weekend News Getaway Giveaway, and the September USAirways feature on events along the Discovery Route.
 - b. **Beautification/Outreach:** The committee did not meet; no report at this time.

- c. STP Liaison: Di has approached Stuart about meeting with Verdin so that they can integrate the Stewardship Traveler Program into advertising in Cayucos and the board agreed. Carol and Steve will be looking into the beach cleanup kits. Stuart will also be branding a few select wines with the STP logo.
 - d. Chamber Liaison: 4th of July may be a problem with the launch of the fireworks. It is possible that a portion of the pier may be ready, but it is not guaranteed; the Chamber will likely have to rent a barge. Carol mentioned that there is the possibility of holding an auction for the items that are being removed from the pier, but a committee will need to be formed.
 - e. Pier Project: Active fundraising efforts, other than the selling of the T-Shirts, has ceased as the goal has been met and surpassed.
- 7. Action/Discussion Items:**
- a. Discussion and Vote for Approval – Renewal of Board Terms for Jay Patel and Steve Hennigh: Mike Hargett made a motion to approve the renewal of the one-year Board terms of Jay Patel and Steve Hennigh. Carol Kramer seconded the motion; motion carried unanimously.
 - b. Discussion and Vote for Approval – Additional Marketing Funding for 2014 Sea Glass Festival: Kiki thanked the VAC for their contributions to the festival the previous years and in 2014. The festival committee met with Verdin and discussed marketing strategy and more outreach. Verdin was originally contracted by the festival for \$2,500; however, Ashlee stated that additional funding would include further outreach through Facebook advertising and focused Public Relations with specific targeting to Southern California media. The press release will be the first task and strategy discussions will take place Thursday. Ashlee explained that there are campaigns on Facebook for advertising, where you can target your audience, set your goals (number of likes, events for users to attend), and set your budget; however, these campaigns cost money. Verdin would like to entice writers to attend the festival and stay in Cayucos to write about the festival and/or the town itself. Ashlee confirmed that she will personally be the one to post on Facebook and will do the footwork herself. Clarification was made between Verdin’s contract with the Sea Glass Festival and their contract with the VAC. Cindy Walton made a motion to approve the requested funding of \$1,599 for additional marketing services of the Cayucos Sea Glass Festival and to have “Vacation Rentals” included in the Lodging & Tourism section of the Sea Glass Festival website. Steve Hennigh seconded the motion. Discussion: Steve is in favor of the additional funding because the VAC had already included this amount in the budget for the fiscal year, the focus towards Southern California, and supports the event as a whole. The expansion of influence to Southern California is more than likely to increase Vacation Rental occupancy. Kiki reassured the VAC that Vacation Rentals will be added to the Lodging & Tourism portion of the website ASAP. Motion carried unanimously.
- 8. Future Agenda Items/New Business:**
- a. Discussion and Vote for Approval – Volleyball Nets
- 9. Closing Comments:**
- a. Melissa mentioned that Cayucos was featured in a Community Post on BuzzFeed.com titled “This Tiny California Beach Town is a Dream Weekend Getaway”.
 - b. Toni mentioned that filming is taking place in Cayucos currently for a Cal Poly project/film.
 - c. Steve stated that music events are in the works for Concerts for Cayucos.
- 10. Special Visitor Alliance of Cayucos Meeting (Marketing Intake Session):**
 Date: Thursday, January 16, 2014
 Time: 4:00 p.m.
 Location: Office of Verdin Marketing
- Next regular Visitor Alliance of Cayucos Meeting:**
 Date: Monday, February 3, 2014
 Time: 5:30 p.m.
 Location: Cayucos Visitor’s Center
- 11. Adjournment:** Meeting adjourned at 6:55 p.m.