

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

**Minutes**

September 17, 2015- Cayucos Visitor's Center

**Board Members Present:**

Mike Hargett, Pier View Suites  
Steve Hennigh, Good Clean Fun  
Toni LeGras, Beachside Rentals (Co-Chair)  
Richard Shannon, On the Beach B&B  
Cindy Walton, Cayucos Vacation Rentals

**Others Present:**

Ashlee Akers, Verdin Marketing  
John Fazio, Cayucos Chamber of Commerce  
Tom Halen, SLO County Cow Parade  
Donna Halliday, Cayucos Sea Glass Festival  
Nadine Lilley, Cayucos Sea Glass Festival  
Nina Martin, Verdin Marketing  
Stuart Selkirk, Cayucos Cellars

**Absent:** Carol Kramer, Sea Shanty (Co-Chair; excused)

**CBID:** Cheryl Cuming (CAO) and Laila Kollmann

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1. Call to Order: By Co-Chair Toni LeGras at 5:30p.m.
  2. Public Comment: Cheryl stated that she has been approached by a member of "The Whale Trail", a series of sites where the public may view marine mammals from shore, to see if there was any interest in making one or more of the coastal communities a Whale Trail site. This will be further discussed at the October meeting.
  3. Consent Items:
    - a. Approval of Minutes 8/3/15 Meeting: Steve Hennigh made a motion to accept the Minutes of the August 3, 2015 Meeting as written with no additions or corrections. Cindy Walton seconded the motion; motion carried with Mike Hargett abstaining, as he was not present.
  4. Presentation:
    - a. Cayucos Sea Glass Festival: Laila presented the funding application on behalf of the festival committee and distributed the 2016 postcards and displayed the 2016 poster. The event will once again run for two days and will include "Mermaids In March" again. The festival showcases Cayucos as a desirable destination, which will bring guests back for a return stay. In addition, the Mermaid March will drive guests to Cayucos during the entire month of March. The Cayucos Sea Glass Festival has the most attendees and vendors than any other festivals in the United States and is the only festival to collect tourism data. The festival has a new website and proceeds will now contribute to the 4<sup>th</sup> of July fireworks. In addition to areas target for marketing in the past, the committee would like to also target different out-of-area regions this year, such as Santa Cruz and San Francisco. Katie Manley is the event coordinator and is working with the lodging properties to determine how the Vacation Rentals can best benefit. Toni asked about advertising where people search for Vacation Rentals (Ex: VRBO, AirBnB, snowbirds.com, etc...). Laila will look into it; however, Ashlee believes the costs are rather high. Katie will provide the hotels and motels with a list of Vacation Rental agencies to refer potential guests to if they are already booked. The amount of funding requested is \$8,000.
    - b. SLO County Cow Parade: Tom Halen is the managing partner of the town of Harmony. He and his partner are bringing "Cow Parade" to SLO County. The exhibit has been held internationally, but only once in California with approximately 20 cows. This will be a regional installation throughout the County, as it is typically done in large, metropolitan areas. The cows are made out of fiberglass and are life-sized. Local artists submit designs and the sponsors choose which they would like. This would be a one-time, free public art exhibit that would run for 6-8 months, and would begin after Labor Day 2016. Printed and digital versions of a road map to locate the cows will be available. The goal is to get 101 cows sponsored for Highway 101. The completed cows will be auctioned off at the end of the exhibit and proceeds will go

to the SLO Land Conservancy, Arts Obispo, & Heritage Foundation of Paso Robles (agriculture education). Sponsors can also select their own charity if desired. For an additional \$3,500, sponsors can keep their cow and the \$3,500 will go directly to the charity. The cost for sponsorship is \$7,000/cow, with 33% of this amount allocated to out-of-area marketing and promotions. The remaining funds go towards the cost of the cow, moving costs, and the artist fee. A lodging page is being created and lodgers will have the opportunity to offer discounts/promo codes. Sponsors also receive marketing rights for cross promotion.

**5. CBID Update/Programs Funded through Local Boards:**

- a. August Local Fund Update: Quarterly TOT (April through June year-over-year) was up 1.4%. The annual figures will be available at the October meeting for comparison. The CBID is preparing for a slowing of the tourism industry in 2015-2016.
- b. Lodging Enhancement Project: The lodging profiles on the website are being improved. If updated photos (up to 7) or videos of your lodging facilities are available, please forward them to Cheryl.
- c. The next CBID Board Meeting is scheduled for September 23'd at 12:00 p.m. at the Apple Farm.

**6. Financials:**

- a. The 2014-2015 Fiscal Year-end budget figures were reviewed. There was a total Assessment collection of \$112,284.53 and total expenditures of \$149,743.18.

**7. Action/Discussion Items:**

- a. Discussion & Vote for Approval- 2015-2016 Fiscal Year Budget: Several proposed budget options were reviewed and discussed. After discussion, Mike Hargett made a motion to approve budget "B" (SO% Marketing; 25% Events; 15% Beautification/Outreach; and 10% Long-Term Capital Reserve). Cindy Walton seconded the motion; motion carried unanimously.
- b. Discussion & Vote for Approval- SLO County Cow Parade: It was agreed that this is a fun, marketable, & exciting exhibit, but the cost is high. If the effort was collaborative, it may be more feasible. Discussion followed on how to sponsor the cow while keeping the raised funds in Cayucos. The decision will require more discussion and will be tabled to a future agenda.
- c. Discussion & Vote for Approval – 2015-2016 Marketing Contract: The Committee has been proactive in their discussions and recommended the board move forward with the \$70,000 contract with Verdin. It was decided that a change in marketing firms would not be an easy process at this point and Verdin is now familiar with the board's needs and goals. Ashlee thanked the VAC for their partnership and is excited to see what can be accomplished in moving forward. Richard Shannon made a motion to approve Verdin's Marketing Contract in the amount of \$70,000 effective for one year as of October 1, 2015. Steve Hennigh seconded the motion; motion carried.
- d. Discussion & Vote for Approval- Cayucos Visitors Center & History Museum Funding: Mike Hargett made a motion to approve funding in the amount of \$20,000 of the rent of the building housing the Cayucos Visitors Center and Cayucos History Museum. Richard Shannon seconded the motion. Discussion followed that funding this every year is not logical in terms of the budget. With the new concert event held by the Chamber, and the potential joining of forces of the VAC and the Chamber, it is hoped that the Center will be able to fund itself in the near future. Motion carried with Cindy Walton opposed.
- e. Discussion & Vote for Approval- 2016 Cayucos Sea Glass Festival: This item will be moved to the October meeting.
- f. Funded Projects Survey Results: This item will be moved to the October meeting.
- g. Merging of VAC and Chamber Websites/Form Committee: John and Toni met and had a good discussion about this. John will discuss further with the Chamber and report back to the VAC.

**8. Committee Reports:**

- a. Marketing/Events: See Agenda Item 7c.
  - i. Verdin Update: The August Stat Summary was included in the board packet, but not reviewed due to time constraints.
- b. Beautification/Outreach: No report at this time.
- c. STP Liaison: No report at this time.
- d. Chamber Liaison: No report at this time.
- e. Pier Project: The pier will open for at least the day on October 31<sup>st</sup> during the Cayucos Beach Concerts Series. The finite open date is November 3'd.

9. Future Agenda Items/New Business:
  - a. Discussion and Vote for Approval -2016 Cayucos Sea Glass Festival
  - b. Discussion and Vote for Approval- SLO County Cow Parade
  - c. Whale Trail Discussion
  - d. Funded Projects Survey Results
10. Closing Comments: None
11. Next regular Visitor Alliance of Cayucos Meeting:
  - Date: Monday, October 5, 2015
  - Time :5 :30p.m.
  - Location: Cayucos Visitor's Center
12. Adjournment: Meeting adjourned at 7:28 p.m.