

5. Presentation:

- a. **Judy Salamacha – Traveling Writers Conference:** Judy presented last year’s brochure on the Central Coast Writer’s Conference. Judy writes for the Tribune and serves as the Director of the Central Coast Writer’s Conference. The 2012 event is scheduled for September 28th and includes international writers in addition to local writers. About 15 come from out of the area, and their goal is to bring in people to the area to teach attendees to write professionally. Travel writing instructors Judy Fine and Paul Ross will be in attendance, and they would like to take a weekend to create a “boot camp” for the writers. Judy Fine is from New Mexico and has requested travel expenses be paid for. Last year, the faculty stayed at the La Serena Inn in Morro Bay and the event was partially funded by the Morro Bay BID. The writers would be assigned stories to write and specific areas to write about. The conference’s goal is to train travel writers in a weekend to be available for groups such as the VAC. The amount requested is \$600 (travel expenses) and Judy is looking for a maximum of 3-4 partners for funding. As a sponsor, the VAC’s logo would be included in the conference presentation. Attendees will stay either one or two nights.

6. Committee Reports:

- a. **Beautification/Outreach:** Mike and Toni attended a Lioness meeting and gave presentation.
- b. **Marketing/Events:** Discussed “Open House” idea & would like to get more travel writers, like Judy Salamacha, and offer a “Cayucos Package” that would include lodging, meals, etc... The VAC can either reach out to the community for donations for the package or the Board can approve an amount to fund. Cheryl stated that all lodging opportunities must be presented to give everyone a chance to be involved and ultimately, the journalists would decide where they would want to stay. Amanda & Steve hosted a meeting to focus on creating relationship with Chamber for better communication. They would like to encourage others to attend their monthly committee meetings (take place on last Thursday of every month at 9:00 a.m. at Schooner’s Wharf), although no more than 3 board members should be present or it would be considered a Board Meeting.

7. Action/Discussion Items:

- a. **Logo Finalization:** Amanda presented two logo options. One emphasizes “Visitor Alliance” while the other emphasizes “Cayucos”. It was voted on and ultimately decided that the logo chosen would be the one that emphasizes the word “Cayucos”.
- b. **Filter Functionality Project:** The CBID has created a way to take specific constituents from the Wine Coast Country website to be linked to other constituents’ websites. Overall cost is \$15,000; CBID will pay \$7,500 and local areas would fund remaining \$7,500 based on their percentage of contribution of the 2011 fund. Total cost to Cayucos would be \$897.75. Once the project is approved by all boards, the instructions will be passed to constituents, who can pass on information to their technical administrator. Mike Hargett made a motion to approve the Filter Functionality Project; Cindy Prange seconds the motion. Motion passed with no one abstaining or opposed.
- c. **Confirm Re-Appointment of Termed Board Members:** The one-year terms of Jay Patel and Steve Hennigh are up. They have both submitted letters of interest to serve for another term, which is now two years. Mike Hargett made a motion to support Jay and Steve’s re-appointment for another term; Toni LeGras seconded the motion. Motion passed with no one abstaining or opposed.
- d. **Signage Update:** Cheryl met and spoke with Giska; she appreciates all the input provided from those in Cayucos and they are currently moving forward with the sign process.