

**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



Simeon Tourism Alliance
MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on September 21, 2021, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:01PM presided over by the President of the Board, Michael Hanchett.

Board Members Present:

Mike Hanchett
Miguel Sandoval
Paul Panchal

Members and Guests Present:

Cheryl Cuming, SLOCBID;

PUBLIC COMMENT(S)

None

CORRESPONDENCE

Michael Hanchett reported that:

- Solterra's Invoice for August 2021 had been received and forwarded for payment.
- Solterra had advised that a replacement Account Coordinator had been selected for San Simeon and Julia Meyers is already picking up for Alyssa.

APPROVAL OF MINUTES

A motion to approve the minutes of the previous SSTA meeting of June 22, 2021 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for September 2021 was presented, and it was noted that the SLOCBID website traffic continues to grow with 70K sessions monthly up 23% from 2020. Cheryl further reported the roll out of SLOCBID's Hidden Secrets campaign, with best wildlife view places &

hiking maps. She continued to note that San Simeon Fund was slower to rebound than many of the other areas.

Cheryl next presented the financial summary for July 2020¹ and noted that the Local Fund assessments were down for that period showing only 14.75% of the sum. It was noted that the August collections were up and represented approx. 15.5%.

In conclusion, Michael stated that current cash balance after encumbrances was \$302,028.

SOLTERRA CORE MARKETING MONTHLY REPORT

Michael reported that Solterra had provided a written summary marketing report for the period June-August 2021. He noted that it had been distributed to the Board and that Solterra would answer any questions at the October meeting.

He further stated that the Solterra Team was in Las Vegas for the IPW convention and was meeting with Jim Allen and others on our behalf.

ALLIANCE PARTNERS REPORTS/UPDATES:

There were no alliance partner updates

DISCUSSION:

1. Discussion ensued about the potential reprint of the Wildlife Viewing Guide. With Cheryl's update on the Hidden Secrets campaign, it was decided to delay any decision on this until the Board had the opportunity to review the new campaign.
2. Hearst Castle road update was next presented, and it was stated that after a discussion with Dan Falat, the existing timeline for reopening was still on track and we should not rely on an earlier opening.
3. The homeless issue was next discussed with its issues, etc.
4. Eroica Cycling report indicated that Cambria had elected to take the virtual route and that we were continuing to wait for the rescheduled event.
5. Cheryl next communicated that the Castle was considering a 100th anniversary for the reopening of the Castle in early 2022. It was agreed that we should wait for direction and further information from the Staff.
6. Scarecrow update was noted, and it is on schedule, and we are looking forward to another good year.

ACTION ITEMS:

1. Michael asked for support to purchase an ad in the Yosemite Journal to be included in the Journal for the upcoming year. The amount would be \$3,195. A motion was made by Miguel Sandoval and Seconded by Paul Panchal to approve the ad and it passed unanimously.

2. The Board next discussed a marketing program related to the FES and birthing at the rookery for Dec. – Jan. It was decided that additional information should be gathered, with concern to the Calif laws as they relate to this kind of an event.
3. The final action consider today was the Cambria Christmas Market and the funding of a shuttle bus. It was decided that the ROI just didn't seem to be appropriate for San Simeon.

FUTURE AGENDA ITEMS:

None

There being no further business, The meeting adjourned at 1:40 PM.

Next Meeting Scheduled for September 21, 2021 @ 1pm Cavalier Butte Meeting Room

Respectfully,

Barbara J Hanchett