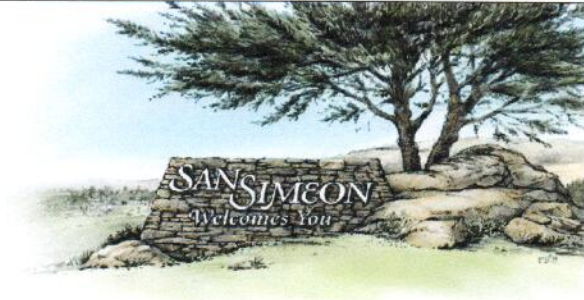


**Board of  
Directors**

Michael Hanchett  
Paul Panchal  
Miguel Sandoval



Barbara Hanchett  
*Acting Recording  
Secretary*

## **San Simeon Tourism Alliance**

**MEETING MINUTES DRAFT UNTIL APPROVED**

A board meeting of the San Simeon Tourism Alliance was held on **October 19, 2021**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:00 PM presided over by the President of the Board, Michael Hanchett.

**Board Members Present:**

Michael Hanchett reported that: Jennifer Bravo had emailed yesterday requesting support for Blendfest scheduled, for February 24-27, 2022. Michael made a motion to add it to this agenda as action item #5, it was seconded by Miguel Sandoval, and it passed unanimously.

**APPROVAL OF MINUTES**

Michael Hanchett  
Miguel Sandoval  
Paul Panchal

**Members and Guests Present:**

Cheryl Cuming, SLOCBID; Stacie Jacob from Solterra Strategies; Ryan Cooper, Piedras Blancas Light Station; Lorienne Schwenk, Executive Director and Shea, Cambria Chamber of Commerce; Albert Barreto, Coast Rider Inn

**PUBLIC COMMENT(S)**

Albert Barreto commented that he hoped next year his property would be adding to the TOT.

**CORRESPONDENCE**

Michael stated that the current bill from Solterra had been received and passed along for payment.

**MINUTES**

A motion to approve the minutes of the previous SSTA meeting of September 21, 2021 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

**SLO CBID MONTHLY REPORT** – Cheryl Cuming

Local Fund Summary for October 2021 was presented, and it was noted that the SLOCBID website traffic continues to grow. Cheryl further reported that the SLOCBID TOT was again up year over year. She also noted that the Hidden Secret promotion was being received well with 4K new people added and 75% were requesting maps and were adding their email addresses.

In closing she reported that the CBID had received the Sea Star Award from the MBNMS.

### **SOLTERRA CORE MARKETING MONTHLY REPORT**

Stacie Jacobs with Solterra Strategies presented a review of 3<sup>rd</sup> Quarter 2021 and the planning for the 4<sup>th</sup> Quarter. She continued by covering the public relations efforts, partnership programs we were currently involved in and a brief update on social media. She ended with the bi-monthly newsletter and its continued engagement with the viewers.

### **ALLIANCE PARTNERS REPORTS/UPDATES:**

Ryan Cooper from PB Light Station was present and provided an update on the self-guided tours and the summer activity. He reported continued good attendance and they are continuing with the 4<sup>th</sup> grade program. Attendance is by reservation on Tuesday, Thursday and Saturday.

### **DISCUSSION:**

1. The continuing homeless problem was discussed with Albert expressing concern about the camping behind his property and local support that continues to encourage them. In addition, the problem with drugs was discussed.
2. There was no update on the Castle opening or its 100<sup>th</sup> Anniversary.
3. The meeting next discussed the Scarecrow Festival and received an update on the sponsorship tickets as per our agreement with the Festival.
4. Two items were discussed for future efforts. First was the TV video loop, etc. for the Visitors Center and whether there was interest in perusing it. Second was the interest in beginning the renewal of the Marketing Contract with Solterra for an additional 5 years. Both items received support for additional development of these two items.

### **ACTION ITEMS:**

1. The Board heard from Stacie that no additional action was necessary in developing the promotion for the FES birthing period or for the Coastal Discovery event.
2. Cheryl next updated the Board on the County wide Mural program. After discussion the Board decided to gather information on which sites might be available for this and report back.

3. Next the Board again reviewed interest in the sponsorship of a bus for San Simeon to deliver guests to the Christmas Market. It was again determined that the cost was too great to provide any reasonable return based on past experience.
4. The Board next considered the Cambria Chamber of Commerce's request for a grant of \$3,000. for the Cambria Art and Wine Festival. On a motion by Miguel and seconded by Paul the request was unanimously approved.
5. The final action for the day was the approval of the meeting schedule for the remainder of the year.

**FUTURE AGENDA ITEMS:**

No items for future agendas at this time.

There being no further business, Meeting adjourned at 1:46pm.

**Next Meeting Scheduled for January 18, 2022 @ 1pm Cavalier Butte Meeting Room**

Respectfully,

Barbara J Hanchett