

**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 **February 15, 2022**, at the Cavalier Butte Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:01 PM presided over by the President of the Board, Michael Hanchett.

Board Members Present: Paul Panchal, Miguel Sandoval and Michael R Hanchett

Chief Administrative Officer SLO TBID: Cheryl Cuming

Members and Guests Present: John Nixon and Paula Ufferheide , Cambria Scarecrow Festival; Jim Allen, Hearst Castle; Cortney Murguia, SSCSD; Kristin Howland and Becca Martin, Western Monarch Trail, (WMT); Albert Barreto

PUBLIC COMMENT(S)

There were no public comments.

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 October 19, 2021 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for February 2022 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 a new Map of the Beaches of Hwy 1 was in the works

SOLTERRA CORE MARKETING MONTHLY REPORT

Stacie Jacobs and the Solterra Strategies Team is at a conference in San Francisco and a presentation for the first quarter will be presented at next month's meeting.

ALLIANCE PARTNERS REPORTS/UPDATES:

John Nixon and Paula Ufferheide, were present and gave a presentation on the recent Scarecrow Festival. They discussed the current challenges and discussed the plans for next year. It was noted there would be an Open House at Tin City Shop(s) to plan next year and a meeting with the artist.

DISCUSSION:

1. The continuing homeless problem was discussed. It was noted that the Sheriff's Department had arrested two of the prime problems and, that for the moment, things seem to be quieting down.
2. There was no update on the Castle opening or its 100th Anniversary other than it depended upon the Covid issues and the hope was still for an opening in April.
3. Cheryl provided an update on Blendfest and that it and the associated events were all sold out. Good news!
4. Update on the Cambria Art & Wine Festival and its postponement discussion about the previous grant but issues are yet to be resolved. Marketing dollars were spent and a comprise with regards, to the grant needs to be discussed.
5. John Nixon provided an update on the results of the Virtual Cambria Film Festival and even with the Covid issue the Festival was deemed a success. Paula spoke to the survey and that 607 had be received with 247 room bookings identified.

ACTION ITEMS:

1. The Board heard from John Nixon on behalf of the 2022 Scarecrow Festival and the accompanying Grant for \$4,500. Paul made a motion, seconded by Miguel to approve the grant and it was approved unanimously.
2. Cheryl next introduced Kristin Howland and Becca Martin with the Western Monarch Trail, (WMT). They provided support for their requested grant and updated the Board on the proposed trail. After discussion the Board decided to support the grant and, on a motion, made by Miguel Sandoval and seconded by Paul Panchal, they voted unanimously to approve the request for \$2,600.
3. The final action for the day was withdrawn after further investigation it was determined that infrastructure grants supported and issued by the County of SLO had been terminated.

FUTURE AGENDA ITEMS:

No items for future agendas at this time.

There being no further business, Meeting adjourned at 1:42am.

Next Meeting Scheduled for March 15, 2022 @ 1pm Cavalier Butte Meeting Room

Respectfully,

Barbara J Hanchett