



CANCELLATION NOTICE
Meeting of the San Simeon Tourism Alliance
For the March 15, 2022

The Board of Directors have directed the cancellation of the March 15, 2022, Meeting.

The business needs currently do not justify the need for a meeting and we look forward to seeing you at the April 19, 2022, meeting.

Solterra Strategies will continue to monitor the area's business and adjust our marketing plan accordingly, with focus on our email, google and social media promotions.

No reopening date has yet been announced for Hearst Castle, but Solterra is very aware and prepared to promote its reopening when it occurs.

We will continue to update everyone on Castle information and other news as it is warranted.

Thank you,

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Regular SSTA Advisory Board Meeting
Date and Time: April 19, 2022 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room