



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of July 19, 2022

The Board of Directors has directed the cancellation of the June 21, 2022, Meeting.

The current business needs do not justify a meeting at this time and we look forward to seeing you at the August 16, 2022 meeting.

Solterra Strategies continues to execute on the marketing plan and we are in sync with Visit SLO Cal and Highway 1 Discovery Route. Solterra will be meeting with Paso Robles next week and continues to look for opportunities to leverage our exposure.

The San Simeon Tourism Alliance Board

**(Normal Meeting, 3rd Advisory Board Meeting
Date and Time: August 16, 2022 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room
Tuesday of the month)
Next Regular SSTA**