

**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 18, 2022**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:05 PM presided over by the President of the Board,
Michael Hanchett

Board Members Present: Miguel Sandoval and Michael R Hanchett Paul Panchal
Absent: None

Chief Administrative Officer SLO TBID: Cheryl Cuming

Members and Guests Present: Stacie Jacob, Solterra Strategies; Katie Sturtevant; Albert Barreto; Mark Hucek

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, minus an offset for the Cavalier Credit.

MINUTES

A motion to approve the minutes of the previous SSTA meeting of September 20, 2022 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for October 2022 was presented, and it was noted that the SLOCBID website traffic continues to grow 11% Y/Y and is close to the 100K monthly sessions. Cheryl further noted that Morro Bay had been selected as the newest location for the Ironman half triathlon event on May 20-23, 2023. She related

Financials were reported as with a balance of \$547,535.08, this does not reflect the new 3 year Marketing contract. Current unencumbered balance at the end of the month of Aug. is \$387K after allowance for this year's marketing contract. Cheryl updated the group on Eroica and related that no date had yet be set for 2023. Discussion ensued and in summary the motels of San Simeon are not seeing much benefit for this event.

Cheryl continued with an update on Blendfest for matching fund request and the warning that matching fund for future years might be changing.

With regard to Christmas activities the Castle Evening Tours will again be available after Covid but the start times will be earlier, and the Cambria Chamber has withdrawn from funding the Christmas shuttles to Moonstone Beach and it appears there will not be any.

Finally, she alerted everyone to the new Nature Light program beginning November 11th at the San Luis Obispo Botanical Gardens.

SOLTERRA CORE MARKETING MONTHLY REPORT

Stacie Jacobs presented her report for the Solterra Strategies' Team. She reminded everyone that media and trade buyer tours that were discussed last meeting will be arriving next Wednesday.

Stacie noted that the Yosemite 22-23 journal will be arriving soon and that our participation continues to grow our email data base.

The Bi-Monthly Newsletters continue with the latest having a 42% open rate that continues to outpace the normal rate of 20%. With this continued success, plans are to continue it with monitoring and new content.

ALLIANCE PARTNERS REPORTS/UPDATES:

Katie Sturtevant provided a Stewardship Travel report including the following:

1. World Travel & Tourism Council Spotlight and a new video that will be shared
2. Season Coastal Discovery Jan & February
3. Stewardship promotions, Beach Clean-Up and Earth Day in April.
4. Summary of Special Projects for 2021-2023 including Back to Nature Tours
5. Sustainable Travel and PR update.

Update on Hearst Castle was next discussed and Cheryl advised that a new Director has been hired and will have a focus on the Reservation System to make it more user friendly and that the Theater may change hands to Turner Classic and may include an expansion of content.

DISCUSSION:

1. Scarecrow Festival has been shared with SLOCIBD and there have been signs removed by Caltrans from the Hwy locations.
2. BlendFest was discussed and the venue for next year is still in discussion , our approval of the \$10K along with the request for matching funds it being submitted. It was also suggested that the properties put together packages and wine dinners for the 2023 year.

ACTION ITEMS:

1. The final item this afternoon was the consideration of our November and December meeting. It was decided that they would be canceled because of the Holidays, and we would meet next on January 17, 2023.

FUTURE AGENDA ITEMS:

No items for future agendas at this time.

There being no further business, Meeting adjourned at 1:48pm.

Next Meeting Scheduled for January 17, 2023 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett