



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of January 17, 2023

The Board of Directors has directed the cancellation of the January 17, 2023, Meeting.

Solterra Strategies continues to execute on the existing marketing plan, and we are in sync with Visit SLO Cal, Highway 1 Discovery Route and State Parks, who has a great campaign about the Elephant Seals that is being supported. Primary focus in the first quarter is wildlife, BlendFest and the current storm alerts.

We don't anticipate meeting until the February 21, 2023, at which we will get an update on our efforts to date.

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Date and Time: February 21, 2023 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room