



**CANCELLATION NOTICE**  
**San Simeon Tourism Alliance**  
**Meeting of March 21, 2023**

**The Board of Directors has directed the cancellation of the March 21, 2023, Meeting.**

**Solterra Strategies continues to execute a marketing plan that addresses the road closure, and we are in sync with Visit SLO Cal, Highway 1 Discovery Route.**

**Caltrans progress is continuing to be monitored and updates will be sent as available. For now, the storms have caused local flooding for some of the properties as well as other damage that requires their attention.**

**We don't anticipate meeting again until the April 18, 2023, unless actions require our attention at a special meeting sooner. If needed you will be notified.**

**The San Simeon Tourism Alliance Board**

**(Normal Meeting, 3<sup>rd</sup> Tuesday of the month)  
Next Scheduled SSTA Advisory Board Meeting  
Date and Time: April 18, 2023 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room**