

**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 **February 21, 2023**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:02 PM presided over by the President of the Board,
Michael Hanchett

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

Chief Administrative Officer SLO TBID: Cheryl Cuming

Members and Guests Present: Stacie Jacob, Solterra Strategies; Albert Barreto; Mark Hucek;
Paulla Ufferheide; Pratik Vyas

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.

MINUTES

A motion to approve the minutes of the previous SSTA meeting of October 18, 2022 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for February 2023 was presented, and it was noted that the SLOCBID Mid-Year Milestones ending in December increase in new web sessions grew at 84% and included 31,000 new email subscribers. She updated the meeting on the bike trail between Cayucos and Morro Bay.

Financials were reported showing 16+% of the collections at YTD with a balance of \$598,984.85, this does not reflect the new Marketing contract or other encumbrances. Current unencumbered balance at the end of January 23. is \$498,262. after allowance for this year's marketing contract.

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 had arrived and that our participation continues to grow our email data base. She discussed the Public Relation efforts and the progress that had been made and recapped the social media for November – January 2023.

The Email Marketing was discussed, and it was noted that we picked up another 550 subscribers and that the unsubscribe rate was low and better than the industry average.

The Spring Travel program was rolled out with Super Bloom Road trips, Romantic Getaways and Family & Edutourism, etc.

ALLIANCE PARTNERS REPORTS/UPDATES:

Paulla Ufferheide provided a report on the Scarecrow Festival and discussed plans for next year's event.

She updated the group on the invitation from the Japanese Oku Harina Scarecrow Village to become their international sister program.

DISCUSSION:

1. Blendfest for Feb23-26 was discussed, and Cheryl advised that the tastings were canceled and hope to be rescheduled for later in the year. She further advised that the dinners and other indoor events would be held as planned.
2. Highway One Closure was discussed, and it was pointed out that Ragged Point was back online but that the area of Paul's Slide was going to need quite a bit of work and that the continued rain would slow the reopening.
3. Michael asked for some guidance in developing the 2023-24 budget and advised the Board that it would not come back to them until we got closer to the end of year, thus allowing us to make better projection for the upcoming year.

ACTION ITEMS:

4. The final item this afternoon was the consideration of an extension of the SLOCBID LAF Imperative program. It has been requested that it be extend though June 30, 2023. After discussion, Michael made a motion seconded by Miguel to approve \$4,000. Additional for the extension period, passed unanimously.

FUTURE AGENDA ITEMS:

No items for future agendas at this time.

There being no further business, Meeting adjourned at 2:10pm.

Next Meeting Scheduled for March 21, 2023 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett