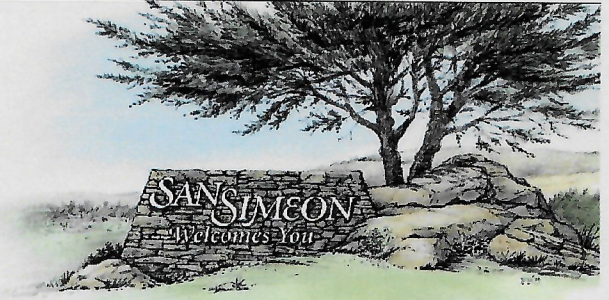


**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



San Simeon Tourism Alliance

April 18, 2023

MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **April 18, 2023**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:03 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 CBID: Cheryl Cuming

Members and Guests Present: Stacie Jacob, Solterra Strategies; Mark Hucek; John Nixon Cambria Scarecrow Festival; Pratik Vyas; John Ehlers, American Legion, 4th of July; Michele Roest, NOAA; John Rohrbaugh & Kristine Fox, Cambrica.org

PUBLIC COMMENT(S)

Brief update on San Simeon CSD Board Status

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 February 21, 2023 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for April 2023 was presented, and it was noted that the SLOCBID 2023-2027 Strategic Plan had been concluded and there was information on the back of the April 2023

Local Fund Summary Sheet. The Budget draft is in process, and it is primarily focused on Marketing.

Financials were reported showing 16+% of the collections at YTD with a balance of \$599,380, this does not reflect the new Marketing Contract or other encumbrances. Current unencumbered balance at the end of February 23, is \$510,314.65, 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 of the benefit of the Yosemite Journal Partnership, costs was \$3200 and the Solterra team is able to add monthly updates to the email system.

The Central Coast Tourism Council was next discussed and the benefit of the new map costing \$1,700. Discussion continued about QR Code and the ability to post it for guests to take the map on their phone. CBID Imperative funding was discussed with the note that the matching funds were helping to get our message out.

Stacie concluded by explaining that the email program of two per month was continuing, as was our participation in Cambria's Central Coast Cycling.

ALLIANCE PARTNERS REPORTS/UPDATES:

Michele Roest from NOAA provided a presentation and handouts on the Morro Bay wind farm project, Chumash Sanctuary, and the San Simeon Discovery Center. She noted that the wind energy project would take 5 years to develop a management plan and that shipping lanes along the coast had been pushed out 35-50 miles from shore to eliminate any disruption with the Monterey Bay Marine Sanctuary, etc.

DISCUSSION:

1. Highway One Closure was discussed, and a copy of the weekly update was provided for input. The format and timeline seemed appropriate, and it will continue to be provided.
2. The Big Sur Jade Festival was discussed and with no representative, it was put on hold until next month. Cheryl pointed out that any request for funding requires 120 days advanced notice per the guidelines.
3. Blendfest for 2023 was discussed, and Stacie related that it had been cancelled until 2024. Cheryl advised that she believed that the SLO County already released the funds, and they would be carried over until next year if so.

ACTION ITEMS:

1. John Nixon was present from the Cambria Scarecrow Festival and made a presentation requesting \$4,500 in funding for the upcoming year. He noted the national recognition the event was having. Miguel moved, seconded by Paul that the funding be approved. The motion passed unanimously.
2. The 4th of July Picnic in the Park was next considered. John Ehlers from American Legion Post 432 present the grant followed by discussion and a stated desire that the event become self-sustaining, a motion was made by Miguel and seconded by Paul the grant be approved. Motion passed unanimously.
3. The Board next heard a discussion about adding \$12,000 to the 2023-24 budget for the LAF Imperative Promotions. Social Media and SEM were discussed and on a motion by Miguel and seconded by Paul, the Board voted unanimously to add it to the 2023-24 budget.
4. The budget for the year 2023-24 was next reviewed and discussed, changes from the previous presentation were approved and on a motion by Paul and seconded by Miguel, the Board unanimously adopted it.
5. The final action of the day was the consideration of canceling the May meeting as members will be traveling and unavailable. The consensus was to schedule the next meeting for June 20, 2023.

FUTURE AGENDA ITEMS:

Melissa Murray Presentation for VisitSLOCAL was to be placed on the June agenda.

There being no further business, Meeting adjourned at 2:08pm.

Next Meeting Scheduled for June 20, 2023 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett