



**CANCELLATION NOTICE**  
**San Simeon Tourism Alliance**  
**Meeting of July 18, 2023**

The Board of Directors has directed the cancellation of the July 18, 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. Solterra has also added additional Valley advertising to try and round out the summer.

Caltrans progress is continuing to be monitored and updates will be sent as available.

We don't anticipate meeting again until September 19, 2023, unless actions require our attention at a special meeting sooner. If we need to, 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: Sept 19, 2023 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room