

**Board of
Directors**

Michael Hanchett

Paul Panchal

Miguel Sandoval

Barbara Hanchett

*Acting Recording
Secretary*



San Simeon Tourism Alliance

September 19, 2023

MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **September 19, 2023**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:01 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 Dr Kathleen Curtis, Pre. FES; Paulla Ufferheide & Penny, Cambria Scarecrow; Dr Patrick Faverty, GM SSCSD; Michele Roest, NOAA; Jim Allen, Hearst Castle; Daniel Brown, Zebra Radio; Patik Vyas, GM Motel 6 & The Morgan.

PUBLIC COMMENT(S)

None at this time

CORRESPONDENCE

Michael stated previous bill from Solterra had been received and passed along for payment.

MINUTES

A motion to approve the minutes of the previous SSTA meeting of June 20, 2023 was made by Paul Panchal and seconded by Miguel Sandoval. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for September 2023 was presented, and she noted that Avila was a sponsor for Cycle Central Coast, the discussion followed about the Highway One Road Trip, etc. Cheryl reported on the Web Traffic and Social Media and that the PR Team was continuing to shine.

Financials were reported showing July collections for San Simeon were 10.88% of the collections for July. Current unencumbered balance at the end of July 2023, is \$389,100.68.

SOLTERRA CORE MARKETING MONTHLY REPORT

Stacie Jacobs presented her report for the Solterra Strategies' Team. She presented a handout summarizing the marketing activities for June, July and August along with a recap of the 22/23 and noted PR and Social Media performance. She continued and discussed the \$10,000 spend that was authorized and the positive effect it generated. Noting the road closure was having an impact Paul Panchal voiced a suggestion about the positive effect the Santa Maria and Morro Bay incentives were having and requested we look at what the surrounding communities were doing. Discussion proceeded and numerous ideas were advanced.

Chairman, Michael Hanchett suggested that we hold this over for a workshop type meeting and develop ideas that would advance our position with specifics. It was agreed that would be appropriate. Place holder for some of the ideas were: signage, voucher by number of nights, wine and restaurant vouchers, art walls on building, etc.

ALLIANCE PARTNERS REPORTS/UPDATES:

1. Paulla Ufferheide reported that the Festival was off to a good start, and they expected a positive event. She requested help with signage and the ends of town on both sides of the Highway offered areas for signs. She further noted the Scarecrow party was on October 28th and the placement of flags would occur on Sept 27 followed by the "crows" on the 28 & 29.
2. Michelle Roest passed out a flyer from NOAA about the Chumash Heritage National Marine Sanctuary and continued by speaking about the area involved and the decision that related to it. She further explained the boundary and the need for public comment to support it, noting no fishing regulations were included. Discussion continued with the regard to the Wind Farm and the inconsistency it presented to the wildlife protection, etc. that the area had so strongly supported. It was noted that there is no EIR yet and the Bureau of Ocean Energy Management (BOEM) was the place to express the concern and suggested a letter of support for the Sanctuary and note the concern about the Wind Farm. Michelle noted that the MBNMS was 35 years old on 9/18/23. She closed by advising everyone that the Discovery Center may have to close if the Federal Government is shut down on 9/28/2023.
3. FES was represented by Dr. Kathleen Curtis, president who reported that the traffic was slower at the Rockery, but the pup populations was increasing during the "Haul-out". She further explained that the VC had recorded approximately 20,000 Visitors during the last year, and it was off to a good start.

4. Jim Allen from Hearst Castel reported next that attendance was running 25% below average and that the Christmas decorations would begin being put up on the day after Thanksgiving. Discussion then turned to the ability to package tickets for the tours for the motels. No definitive answer was given, and it was agreed we would look into on behalf of the community again.

DISCUSSION:

1. LAF By-Laws were discussed and explained. The Board discussed the issue and after determining that no one else was willing to accept the responsibility Michael R Hanchett reluctantly agreed to continue, for now, as the Chair.
2. Highway One reopening was discussed but no additional updates were available.
3. Offshore Wind Farm was discussed. Concern over the inconsistency of the project with the migration routes of the Whales, Elephant Seals, Turtles and flyways raised questions after the experiences that are being reported in Long Beach Island, NJ. The efforts that have been supported to maintain the pristine nature of this area seems totally incompatible with this project.

ACTION ITEMS:

1. The Board next accepted and approved the letter from Paul Panchal to serve another term as a member of the SSTA Board. A motion was made by Michael Hanchett and seconded by Miguel Sandoval to send this to the Board of Supervisors with our approval and support for Mr. Panchal's letter to serve another term. It was noted that many owners do not live in the area and are unavailable for service. With the few that can, they need to be allowed to support our community. Motion was passed unanimously.
2. The final action of the day was the 2024 BlendFest Festival scheduled for February 22-25, 2024. The request is for \$7,500. to support this joint event with Cambria. This is the amount setforth in our yearly budget and it was moved by Michael Hanchett and seconded by Miguel Sandoval that the chair be authorized to sign this application and forward it for processing. Motion was passed unanimously.

FUTURE AGENDA ITEMS:

None

There being no further business, Meeting adjourned at 2:17pm.

Next Meeting Scheduled for October 17, 2023 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett