



AGENDA

January 16, 2024
1:00pm-2:30pm
Cavalier Cove Room
250 San Simeon Ave.
San Simeon, CA

WELCOME & INTRODUCTIONS

PUBLIC COMMENT(S)

CORRESPONDENCE

1. Solterra Billing

APPROVAL OF MINUTES

SLOCBID MONTHLY REPORT – CHERYL CUMING, CHIEF ADMIN OFFICER

CORE MARKETING REPORT – STACIE JACOB, SOLTERRA STRATEGIES

REPORTS/UPDATES:

1. ALLIANCE PARTNER'S REPORTS/UPDATES

DISCUSSION ITEMS:

1. Cambria Scarecrow Festival Report – Patty Wallace Rixman & Stephanie Vassigh
2. BlendFest February 22-25, 2024
3. Hwy # 1 update

ACTION ITEMS:

1. Highway One Opening marketing plan
2. Travel Writing Retreat – April 8-12, 2024

FUTURE AGENDA ITEMS

**Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)
Date & Time: February 20, 2024 @ 1:00pm**

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice. The Board welcomes public participation in its meetings. The agenda includes time for public comments on general items and for specific issues on the agenda. Speaker are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriated by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the administrator at least 48 hours in advance of the meeting.

SAN SIMEON TOURISM ALLIANCE
250 San Simeon Avenue, Suite 3 A, San Simeon, CA 93452
VisitSanSimeonCA.com
