



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of March 19, 2024

The Board of Directors has directed the cancellation of the March 19, 2024, 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 will begin a \$5,000 paid social media upgrade for the months of March, April and May in anticipation of the road opening.

Caltrans' progress is continuing to be monitored and updates will be sent along as available. Winter rains continue to be an issue and we can only hope any further delays will be short.

We anticipate meeting again on April 16, 2024, unless actions require our attention at a special meeting sooner. If a meeting is called, you will be notified.

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is April 16, 2024 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room