

**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



San Simeon Tourism Alliance

February 20, 2024

MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **February 20, 2024**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:11PM presided over by the President of the Board,
Michael Hanchett

Board Members Present: Miguel Sandoval, Paul Panchal & Michael R Hanchett

Chief Administrative Officer SLO CBID: Cheryl Cuming

Members and Guests Present: Stacie Jacob, Solterra Strategies; Mark Hucek, Cavalier Inn; Stephanie Vassigh & Patty Wallace /Rixman, President Cambria Scarecrow; Albert Barreto, III, Coast Riders Inn; Pratik Vyas, Morgan & Motel 6; Michele Roest, NOAA; Jim Green & Tristan Reaper, Cambria CSD and Juli Amoedi, Cambria Skate Park Project Manager.

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 January 19, 2024 was made by Miguel Sandoval and seconded by Michael Hanchett. Motion passed.

SLO CBID MONTHLY REPORT – Cheryl Cuming

The Local Fund Summary for February 2024 was presented, she noted the assessment were not as good as projected and that San Simeon's were down approximately 18%. The URL is developing, and the database continues to grow.

A new QR Code Flyers is now available and will be forwarded to the various hotels.

Cheryl reported the assessment collections were showing 14.58%. Current unencumbered cash balance at the end of January 31, 2024, is \$509,799.18.

SOLTERRA CORE MARKETING MONTHLY REPORT

Stacie Jacobs presented her January Marketing Report for the Solterra Strategies' Team. Email subscribers continues to grow approach 12K with an open rate of 37%. Email content was upcoming events and Small Town, Big Wildlife during the Season of Coastal Discovery Along Highway 1. Social Media continues to push the messages.

ALLIANCE PARTNERS REPORTS/UPDATES

1. Michele Roest reported on the Discovery Center and that it had been closed for January and February for renovations, etc. It is open Friday, Saturday and Sunday 11am-4pm. Spring they will be closing at 5pm.

She reported that Sophia Berwagon was the new Director and that 18 Poly college students were participants.

The Chumash Sanctuary was discussed with 90K responses and 96% of those supporting the sanctuary.

DISCUSSION:

1. The Scarecrow Festival report was presented by Patty Wallace Rixman & Stephanie Vassigh. The 15th year was a success in many ways and included 6 display sites. The surveys show 234 room night stays with Bus Tours beginning to take hold. Graphs presentations were provided for where attendees live, and for those that stayed their origins and where they stayed.
2. Cheryl reported that BlendFest was off to a good start with all tickets sold out. They have prepared for rain and hope to have a successful event. She expected a report for the April meeting.
3. Michael Hanchett reported on the Hwy #1 update and discussion ensued about the support from Visit California and others.

ACTION ITEMS:

1. Juli Amoedi, Cambria Skate Park Project Manager and Jim Green & Tristan Reaper from Cambria CSD presented a presentation for a grant for the Cambria Skate Park Project. The request was for \$4,750. to support the construction of bathrooms. After discussions about the precedence of contributing infrastructure money outside of the area, etc. Miguel moved that the approval and motion failed for lack of a second.

2. The Scarecrow grant request was not yet ready for submission and will be moved to an upcoming agenda.
3. Chairman Michael Hanchett next introduced the Travel Writers Retreat and stated he would pass the gavel to Vice Chair Paul Panchal as the upcoming plans involved the Cavalier Inn and he wished to recuse himself and not participate in this consideration to eliminate any possible conflict of interest. He moved to the audience at 1:47pm until this matter was concluded. Stacie Jacobs presented the agenda, etc. for the Travel Writers Retreat and requested approval to reimburse the Cavalier Inn an amount not to exceed \$5,500. for 8 rooms each for 3 nights, Miguel Sandoval made the motion, seconded by Paul Panchal. Ayes: Paul and Miguel, Recused: Michael Hanchett. (Mark Hucek stated this was approximately a 40% discount for media and the meeting room was to be donated at no charge.
4. Michael Hanchett resumed the Chair at 1:58 and began the discussion of the Highway 1 marketing plan. Stacie related the uncertainty of the reopening date for the Highway and requested she be allowed to spend an additional \$5,000. per month for Mar, Apr and May to increase our paid social media including Google and Meta. The funding was already in Solterra's budget, and the Board approved her recommendation.
5. Stacie next requested funding for an upgrade to the website. It has been 8 years since the last modifications, she suggested that it would include moving to the Gutenberg Platform and other changes as set forth in the proposal. On a motion by Paul Panchal and seconded by Miguel the Board unanimously agreed to approve funding not to exceed \$4,950. for the upgrade project.

FUTURE AGENDA ITEMS:

Michael told the Board that he received a request to place an item on the agenda for the rotation of meeting site to various properties. He requested approval to put it on the next agenda if there was interest. Eight of the ten district properties were represented, five of the eight had no facilities and did wish to see it moved. It was agreed to leave it as is for now.

There being no further business, Meeting adjourned at 2:28pm.

Next Meeting Scheduled for March 19 , 2024 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett