



**CANCELLATION NOTICE**  
**San Simeon Tourism Alliance**  
**Meeting of April 16, 2024**

**Due to an unexpected scheduling conflict the Board of Directors has canceled the April 16, 2024, Meeting of SSTA.**

**Solterra Strategies continues to execute a marketing plan that includes the additional increases approved at the February meeting and continues to sync with Visit SLO Cal and Highway 1 Discovery Route. Stacie met last night with the writers retreat participants and the event is in motion as you read this notice.**

**Caltrans' progress is continuing to be monitored and updates will be sent along as available. Winter rains continue to be an issue and with the new slides, have delayed the highway opening again.**

**We anticipate meeting again on May 21, 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, 3<sup>rd</sup> Tuesday of the month)  
Next Scheduled SSTA Advisory Board Meeting  
Is May 21, 2024 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room**