



AGENDA

May 21, 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. Stewardship Travel for Good Report -Katie Sturtevant
2. BlendFest 2024 Report
3. Travel Writing Retreat April-11, 2024
4. Hwy # 1 update
5. Cancellation of Cambria's 4th of July fireworks, etc.
6. Update on SLOCO bed tax increase

ACTION ITEMS:

1. Final SSTA Budget for 24-25
2. Cambria Scarecrow Grant for 2024 – Patty Wallace Rixman
3. Summer Season Marketing Plan Pre-Opening Hwy One Stacie Jacob

FUTURE AGENDA ITEMS:

**Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)
Date & Time: June 18, 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.