

**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
Acting Recording
Secretary



San Simeon Tourism Alliance

May 21, 2024

MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **May 21, 2024**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:09PM 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 & Julia Meyers of Solterra Strategies; Katie Sturtevant, Steward Ship Travel; Mark Hucek, Cavalier Inn; Stephanie Vassigh & Patty Wallace /Rixman, President Cambria Scarecrow; Pratik Vyas, Morgan & Motel 6; Carla Swift, Board Member FES.

PUBLIC COMMENT(S)

None

CORRESPONDENCE

1. Michael stated the April bill from Solterra had been received.
2. Notice from SLOCAL for submittal of 3-4 events for the County Event Calendar

MINUTES

A motion to approve the minutes of the previous SSTA meeting of February 20, 2024 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed.

SLO CBID MONTHLY REPORT – Cheryl Cuming

The Local Fund Summary for May 2024 was presented, she noted the budget will be flat for this year compared to last year. She further noted that the past practice of inviting journalists to arrive individually was being reconsidered to include groups to provide a more productive dissemination for publicizing the area. It was further noted that the TOT had increased from the inception of the SLOBID to current, by a margin of \$4.5 million to today's amount of \$15 million.

Cheryl also provided a US Tourism Industry Trends sheet for 2024 for California Travel & Tourism with Trends to watch in 2024

Cheryl reported the assessment collections were showing 14.08%. Current unencumbered cash balance at the end of April 3, 2024, is approximately \$545K.

SOLTERRA CORE MARKETING MONTHLY REPORT

Julia Meyers presented the Solterra monthly report and noted that the focus was on family travel. She related that their efforts were focused on increasing our social media presence by expanding the content and media formats to gain more attention. The recent effort has included a review of the area's attractions and cycling San Simeon using the Cycle the Central Coast 52K followers.

ALLIANCE PARTNERS REPORTS/UPDATES

1. Carla Swift, Board Member of the FES reported all was well with the Friends of the Elephant Seals and that a new group of docents had joined FES's team.

DISCUSSION:

1. Katie Sturtevant provided a comprehensive presentation that included the goal to integrate sustainability and stewardship into all efforts going forward. This was a departure from the historic process of dividing it out along with other items into separate landing pages. The efforts is to land everything on one page and not to divide items out in the future.
2. Cheryl reported that the BlendFest report was due, and she would follow up with the PRWA to see when it would be available.
3. Stacie provided an update on the Travel Writer's Retreat. There has already been positive results and the hope is for many more. It included 7 writers and a creator.
4. A Hwy 1 update was provided, Michael reported that Albert Barreto had taken the time to review and attend a meeting on the Bridge Replacement Project and that it will begin in July of 2027 at the height of our season and last for approximately three years. Its impact on the traveler of Hwy 1 is yet to be determined.
5. Cancellation of the Cambria 4th of July Festival was discussed. It was noted that many people were coming to San Simeon for the peace and quiet and that attempting to create an event might well work against us.

6. Cheryl provided an update on the proposed survey to increase bed taxes by the County of SLO. She encouraged the continued input to the County and discussed the positive impact that had resulted. There will be no increase at this time, even though some of the cities, Paso and Pismo have adopted an increase. She noted that the Bed Tax increase at the County was not supported at this time by the SLO County Board of Supervisors.
7. Michael Hanchett reported on the repairs to the San Simeon Pier and that the project was out to bid with a very loose timeline to start construction in the Fall.

ACTION ITEMS:

1. The first action item was the presentation of the 2024-25 Final budget. It was noted that the continued disruptions would have an impact on the revenue collections and that the new budget had required a \$80K drawn down of the reserves as it is now planned. Miguel Sandoval moved, seconded by Paul Panchal to approve the budget as presented with the understanding that monitoring and changes may be necessary with these uncertain times.
2. The Scarecrow grant for \$4,500. was presented by President Patty Wallace Rixman. Patty related that the effort this year was to further and encourage the Tour Buses to visit with an itinerary to start in San Simeon and finish in Cambria. The request was approved on a motion by Paul Panchal and seconded by Miguel Sandoval, motion passed unanimously.
3. The final item of business today was the discussion of the delay in the Highway opening and its impact on our marketing efforts for the summer season.

FUTURE AGENDA ITEMS:

There being no further business, Meeting adjourned at 2:10pm.

Next Meeting Scheduled for June 18, 2024 @ 1pm Cavalier Cove Meeting Room

Respectfully,

Barbara J Hanchett