



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of June 18, 2024

The Board of Directors has directed the cancellation of the June 18, 2024, Meeting.

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 efforts.

Caltrans' progress is continuing to be monitored and the paving of Paul's Slide is progressing as scheduled with opening projected for mid-July. We expect another update at the end of the week and will pass it along.

We anticipate meeting again on July 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 July 16, 2024 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room**