



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

**The Board of Directors has directed the cancellation of the July 16, 2024, Meeting.**

**Solterra Strategies continues to execute our marketing plan and continues to sync with Visit SLO Cal and Highway 1 Discovery Route efforts.**

**With Caltrans' report on the opening of Paul's Slide our focus has shifted to the remaining slide at Regents.**

**We anticipate meeting again on August 20, 2024, unless actions require our attention at a special meeting sooner. We will be considering a marketing effort focused on the opening of Hwy 1 at that meeting.**

**The San Simeon Tourism Alliance Board**

**(Normal Meeting, 3<sup>rd</sup> Tuesday of the month)  
Next Scheduled SSTA Advisory Board Meeting  
Is Aug 20, 2024 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room**