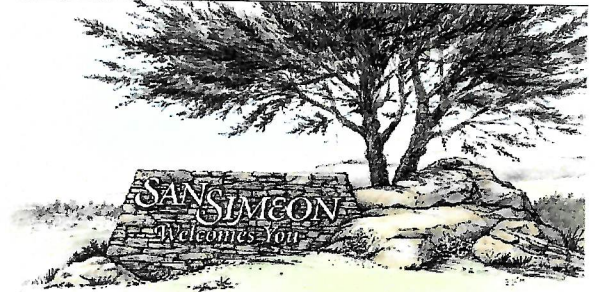


**Board of  
Directors**

Michael Hanchett  
Paul Panchal  
Miguel Sandoval

Barbara Hanchett  
*Acting Recording  
Secretary*



# San Simeon Tourism Alliance

August 20, 2024

**MEETING MINUTES DRAFT UNTIL APPROVED**

A board meeting of the San Simeon Tourism Alliance was held on **August 20, 2024**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:03PM presided over by the President of the Board, Michael Hanchett

**Board Members Present:** Miguel Sandoval, Paul Panchal & Michael R Hanchett

**Members and Guests Present:** Stacie Jacob of Solterra Strategies; Stephanie Vassigh & Patty Wallace /Rixman, President Cambria Scarecrow; Pratik Vyas, Morgan & Motel 6; Albert Barreto III, Coast Riders Inn. Allen Fields of Cambria arrived late.

## **PUBLIC COMMENT(S)**

Albert spoke to the transient problem that is continuing and warned everyone to be on the lookout.

## **CORRESPONDENCE**

1. Michael stated the monthly invoice from Solterra had been received.

## **MINUTES**

A motion to approve the minutes of the previous SSTA meeting of May 21, 2024 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed.

## **SLO CBID MONTHLY REPORT**

The Local Fund Summary for July 2024 was presented with some discussion that followed. It was next noted the revenues for July were up and looked better.

Assessment collections were reported at 13.94%. The current unencumbered cash balance at the end of July 31, 2024, is approximately \$385K after the offset for this year's Marketing, etc.

### **SOLTERRA CORE MARKETING MONTHLY REPORT**

Stacie Jacob presented the Solterra monthly and 2023-24 reports and noted that the focus was on family travel. She related that their efforts were focused on keeping attention on the road that is open and the many things there are to do. In addition, Stacie provided a Cycle Central Coast Report covering November 2023-April 2-24 for everyone's review.

### **ALLIANCE PARTNERS REPORTS/UPDATES**

1. Patty Wallace Rixman and Stephanie Vassigh provided an update on the Cambria Scarecrow Festival and were excited to report that the donations for the current year have already reached 75% of the year's goal. They also related that the start for the 2024 Festival may be tweaked a bit as a result of October 1 falling mid-week. This will be determined as they continue to evaluate.

### **DISCUSSION:**

1. Highway 1 opening and discussions relating to the developing situations proceeded. It was the consensus that we would be fortunate to see it open in March or April 2025.
2. Michael Hanchett next reported that the update from Calif State Parks on the opening of the San Simeon pier, was expected to take 8 months for repair and completion.

### **ACTION ITEMS:**

3. The meeting next heard from Stacie Jacob on the marketing opportunity of the HotelBed's promotion that has been developed by SLOCAL. She provided information on a 3 month, \$3,600 option and a 6 month, \$5,600 option. It was further noted that nine (9) properties in San Simeon are active with this receptive in San Simeon now. Discussion ensued about the proposals and that with the opportunity to work with one of the largest inbound receptors we should be involved. It was determined that the six month program costing \$5,600 would be the best choice. It was acknowledged that the expenditure was within current budget and that spending ahead would allow us to meet our marketing needs. On a motion made by Miguel Sandoval and seconded by Paul Panchal it was unanimously agreed the six month, \$5,600 proposal be approved.

### **FUTURE AGENDA ITEMS:**

There being no further business, Meeting adjourned at 1:38 pm.

**Next Meeting Scheduled for September 17, 2024 @ 1pm at the  
Cavalier Cove Meeting Room**

Respectfully,

Barbara J Hanchett