



AGENDA

October 15, 2024
1:00pm-2:30pm
Cavalier Cove Room
250 San Simeon Ave.
San Simeon, CA

1. 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. Hwy # 1 update
2. San Simeon Pier timeline for repair
3. Holidays and 1st Quarter 2025 Advertising Plans
4. Art Under the Moonlight – Tour Hearst Castle
selected Fridays Saturdays October 4 – November 16, 2024

ACTION ITEMS:

1. Blendfest 2025 – Jamie Guzman
2. Cancellation of Nov. & Dec. Meetings

FUTURE AGENDA ITEMS:

**Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)
Date & Time: January 21, 2025 @ 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.

SAN SIMEON TOURISM ALLIANCE
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