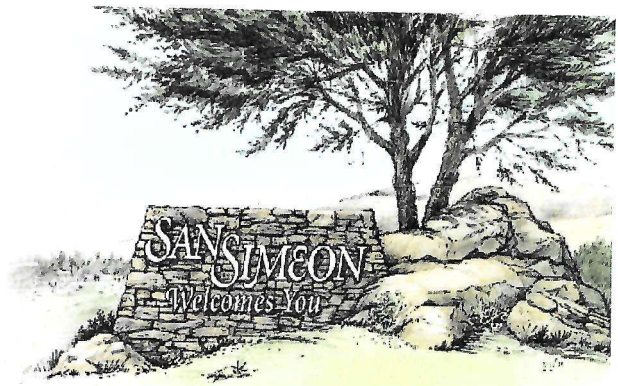


*SAN SIMEON TOURISM ALLIANCE*

**AGENDA**

**January 21, 2025**  
**1:00pm-2:30pm**  
**Cavalier Cove Room**  
**250 San Simeon Ave**  
**San Simeon, CA**



**CALL TO ORDER:**

**Chair Michael Hanchett**

**WELCOME:**

**PUBLIC COMMENT:** *(limited to 3 minutes per speaker)*

**ADMINISTRATIVE ITEMS:**

**Chair Hanchett & CAO Cuming**

- Roll Call
- Consent Agenda
  - ❖ Minutes
  - ❖ Correspondence *(verbal or written)*
    - Solterra Invoice
    - CBID – LA Fire Relief/Wildfire Campaign
  - ❖ CBID Monthly Update with Financials

**DISSUSSION ITEMS:**

- Monthly Core Marketing Report & Summary **Stacie Jacob - Solterra Strategies**
- Alliance Partner's Reports/Updates & Information *(from those in attendance)*
- Hwy # 1 Update *(latest information on the status of repair on Hwy 1* **Chair Hanchett**
- Cambria-San Simeon 2024 Scarecrow Festival Report *(report of the outcome of the 2024 Festival to be presented)*
- SLO CBID – New Bylaws – *(brief review and discussion relating to the* **CAO Cuming**  
*new bylaws passed by the SLO County Board of Supervisors)*
- Blendfest Update – *Update on Blendfest activities*

**ACTION ITEMS:**

- Annual election of Chair and Vice Chair for 2025

**FUTURE AGENDA ITEMS:**

**Next Regular Advisory Board Meeting (Normal Meeting, 3<sup>rd</sup> Tuesday of the month)**  
**Date & Time: February 18, 2025 @ 1:00pm**

**Brown Act:** Government Code 54950 (The brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comments is taken (3 minutes maximum per speaker) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what it recommended.

**ADA NOTICE:** To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify [mrh@cavetal.com](mailto:mrh@cavetal.com) at least 48 hours in advance of the meeting.

*SAN SIMEON TOURISM ALLIANCE*  
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