

Board of
Directors

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
Acting Recording
Secretary



San Simeon Tourism Alliance

January 21, 2025

MEETING MINUTES **DRAFT UNTIL APPROVED**

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **January 21, 2025**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:06 PM presided over by the Chairman of the Board, Michael Hanchett

WELCOME & INTRODUCTIONS: With all the familiar faces present, introductions were dispensed with. Present: Cheryl Cuming, CAO; Stacie Jacob, Solterra; Stephanie Vassigh and Patty Wallace Rixman, Cambria Scarecrow Festival; Mark Hucek, Cavalier Inn.

PUBLIC COMMENT(S)

None

ADMINISTRATIVE ITEMS:

Roll Call: **Present:** Miguel Sandoval & Michael R Hanchett **Absent:** Paul Panchal

Consent Agenda

Correspondence: Solterra's Invoice for December; Wild fire relief.

Local Fund Summary: was presented by COA Cuming for January 2025. It was noted that Assessments were up year over year; new bylaws were adopted by the County Board of Supervisors and a new Ordinance Modification for the CBID was being worked on. She further stated that an Area Meeting relating to HWY 1 was being formulated and there was a potential for it to be held in San Simeon. This would involve Caltrans, Visit California, Visit SLO CAL, SLO CBID (H1RT) and other interested parties and groups.

Financial: for Jul. 24-Nov24 were presented. SSTA's contributions were shown as being 14.89% and available reserves at the end of the period were \$423,697.12.

Core Marketing Report: Stacie Jacob presented the Solterra Strategies' Monthly Marketing Summary for Nov. and Dec. 2024. Stacie pointed out the themes for Nov. included Holidays, Family Travel and Wildlife, while Dec. focused on the Castle and Christmas Market and lights show in Cambria. She stated that the social media continued strong and reported on the American Bus Association results and noted that the Hotel

Bed Co-Op showed good results with the expectation for international booking to increase over the next 6-18 months due to the peak booking season in Europe.

She explained the marketing campaign for February – April with the spend being \$15K at the rate of \$5,000. per month. This includes Spring Break and Easter.

Stacie's final item was a report on efforts to develop a promotion that would begin with an Art Work tour at Hearst Castle and proceed to Paso Roble Wineries and end with a concert and light show at Sensorio. This would include a Fam attendance to aid in its promotion and is scheduled for April 8-13, 2025.

Chair Hanchett moved to accept the consent agenda, and it was seconded by Director Sandoval and approved by their votes. Motion passed.

DISCUSSION ITEMS:

Alliance Partners' Reports/Updates

1. Jim Allen provided a written update on the marketing activities for January 2025 at Hearst Castle for review. It has been forwarded to Solterra for review.
2. Hwy 1 monitoring of the slide/mountain for safety. The hope is that the road would be open for the summer of 2025. The latest Press Release received today was distributed at the meeting. Cheryl noted that signage had been installed as a result of continued efforts and discussions with Caltrans.
3. Cambria/San Simeon Scarecrow Festival Report was presented by the co-chairs of the Festival. They reported that revenues for Crow rentals was up with 56 businesses renting this year. Seventy percent of the visitors this year lived outside of Cambria and 64% were from outside the SLO County with a continued increase in overall visitors.
4. SLO CBID Bylaws. Cheryl Shared that the County Tourism Business Improvement District (CBID) Advisory Board and San Luis Obispo County are working with Civitas Advisors to modify the 1989 district ordinance to allow the County to contract with a non-profit to carry out tourism marketing services of the CBID. The goal is to transition the administrative, financial and procurement services from the County to the new non-profit. The process includes ordinance modification, formation of a new non-profit corporation and drafting a service agreement between the County, the CBID and the non-profit corporation.
5. BlendFest Update. A summary sheet was available at the meeting showing the date as February 20-23, 2025. Winemaker Dinners, Blending Seminars, Coastal Excursions and the Sunset Grand Tasting will be featured events.

ACTION ITEMS:

1. The final action item today was the annual election of Chair and Vice Chair for the 2025 year. A motion was made and seconded that Michael Hanchett serve as Chair for 2025. Hanchett and Sandoval voted yea with Panchal absent. This was followed by a motion

made and seconded that Miguel Sandoval serve as Vice Chair for 2025. Hanchett and Sandoval voted yea with Panchal absent.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items for the next meeting. It was agreed the Hwy 1 Road Trip Marketing Report for July1-Dec. 31, 2024 would be placed on the next agenda.

There being no further business, Meeting adjourned at 1:50 pm.

**Next Meeting Scheduled for February 18, 2024 @ 1pm at the
Cavalier Cove Meeting Room**

Respectfully,

Barbara J Hanchett