



**CANCELLATION NOTICE**  
**San Simeon Tourism Alliance**  
**Meeting of February 18, 2025**

The Board of Directors has directed the cancellation of the February 18, 2025, Meeting.

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

Accompanying, please find the H1RT February Local Fund Summary and year to date Marketing Report at December 31, 2024.

We anticipate meeting again on March 18, 2025, unless actions require our attention at a special meeting sooner.

**The San Simeon Tourism Alliance Board**

(Normal Meeting, 3<sup>rd</sup> Tuesday of the month)  
Next Scheduled SSTA Advisory Board Meeting  
Is March 18, 2025 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room