

Board of
Directors

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
Acting Recording
Secretary



San Simeon Tourism Alliance

March 18, 2025

MEETING MINUTES **DRAFT UNTIL APPROVED**

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **March 18, 2025**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:01PM presided over by the Chairman of the Board, Michael Hanchett

WELCOME & INTRODUCTIONS: Present: Cheryl Cuming, CAO; Stacie Jacob, Solterra; Stephanie Vassigh and Patty Wallace Rixman, Cambria Scarecrow Festival; Mark Hucek, Cavalier Inn; and Dr. William Kneeland, President of the Friends of the Elephant Seal.

PUBLIC COMMENT(S)

Mark Hueck questioned the results of the Visit California Film that was produced here in December. CAO Cuming was going to look into it further.

ADMINISTRATIVE ITEMS:

Roll Call: **Present:** Miguel Sandoval, Michael R Hanchett and Paul Panchal

Consent Agenda

Minutes: There were no additions or correction to the minutes.

Correspondence: Solterra's Invoice for January

Local Fund Summary: was presented by CAO Cuming for March 2025. She noted that the February efforts focused on our beaches and that Kristin Guy who visited the area had 15 mentions and links to the North Coast in her Sunset Article, "This Underrated California Seaside Town is a Must-Visit for Plant Lovers." CAO Cuming noted that the formation date for the non-profit, Highway 1 Tourism Alliance was May 1, 2025.

Financial: for January were presented and discussed. SSTA's contributions were shown as being 14.29% and available reserves at the end of the period were \$396,618.04 with the addition of the new amount provided by SLO County for Solterra Marketing.

Core Marketing Report: Stacie Jacob presented the Solterra Strategies' Monthly Marketing Summary for Jan. and Feb. 2025. Stacie pointed out the themes for Feb.

included Romance Luxury, Spring, Family Travel, Road Trips, Wildlife, and Hearst Castle.

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, Easter and long weekend support for the shoulder season.

Chair Hanchett moved to accept the consent agenda, and it was seconded by Director Sandoval and approved by their votes. Director Panchal abstained, due to his absence at the January meeting.

DISCUSSION ITEMS:

Alliance Partners' Reports/Updates

1. Cambria/San Simeon Scarecrow Festival representatives were present to answer any questions on their grant but had nothing to add at this time.
2. Dr. William Kneeland, President of the Friends of the Elephant Seal was present and provided a brief timeline and information on the Rookery.
3. Chair Hanchett provided a brief update on Hwy 1 and the monitoring of the slide/mountain for safety. He stated that the slide was continuing to move at the rate of a foot a day and that it posed a risk of failing catastrophically. He stated that Kevin Drabinski of Caltrans advised that they were exploring some innovative ways in which to work the slide given these conditions and hope to have an announcement regarding that effort inside of two weeks.
4. SLO CBID Bylaws. CAO Cuming shared that the new Bylaws reflect the past practices with only a couple of changes. A three member board will continue to be recognized but the term of directors will now be increased to four years.
5. BlendFest Update. The official update will be placed on the next meeting's agenda, but overall, the event was very successful and sold-out.

ACTION ITEMS:

1. The Board next reviewed and discussed the Resolution designating the funds to the new non-profit Highway 1 Tourism Alliance, (H1TA), and recommending H1TA as the designated County contractor. CAO Cuming reviewed the anticipated expenses based on San Simeon's 14% assessment contribution.

On a motion by Director Sandoval and seconded by Director Panchal, the Board approved the Resolution.

Roll Call: Director Hanchett - yes
Director Sandoval - yes
Director Panchal - yes

No nays or abstentions. Motion carries

2. The Board next considered the \$4,500. grant request from the Cambria – San Simeon Scarecrow festival for 2025-26. After discussion and thanks for all their effort the Board on a motion by Director Sandoval, seconded by Director Panchal unanimously voted to approve the grant.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items for the next meeting. It was agreed that the letter of appointment for Directors would be placed on the Next agenda. There being no further business, Meeting adjourned at 1:38 pm.

**Next Meeting Scheduled for April 15, 2024 @ 1pm at the
Cavalier Cove Meeting Room**

Respectfully,

Barbara J Hanchett