

SAN SIMEON TOURISM ALLIANCE

AGENDA

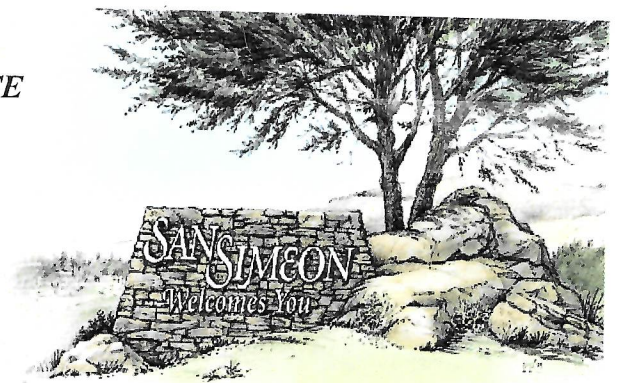
March 18, 2025

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 –
 - ❖ CBID Monthly Update with Financials

DISSUSSION ITEMS:

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

Stacie Jacob - Solterra Strategies

Chair Hanchett

CAO Cuming

ACTION ITEMS:

- Approval of Resolution supporting new non-profit Highway 1 Tourism Alliance
- Cambria-San Simeon 2025 Scarecrow Festival Grant Request

FUTURE AGENDA ITEMS:

Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

Date & Time: April 15, 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 at least 48 hours in advance of the meeting.

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