



CANCELLATION NOTICE
San Simeon Tourism Alliance
Meeting of April 15, 2025

The Board of Directors has directed the cancellation of the April 15, 2025, Meeting.

Solterra Strategies continues to execute our marketing plan syncing with Visit SLO Cal and Highway 1 Discovery Route efforts. At the moment the Solterra team is focused on the upcoming FAM tour, *Experience the Intersection of Art, Technology and Nature* scheduled for April 8-11, 2025, which ties Hearst Castle to Sensorio integrating the theme of art throughout.

If there are any updates on the Highway 1 work, we will be sure the update is passed along.

Efforts are ongoing with the Highway 1 Tourism Alliance (H1TA) to transition to the new non-profit by year end. A lot of work and time are being devoted to this by CAO Cuming, the SLO CBID Board and the rest of the team. Our thanks for this endeavor!

We anticipate meeting again on May 20, 2025, unless actions require our attention at a special meeting sooner.

The San Simeon Tourism Alliance Board

(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is May 20, 2025 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room