

**Highway 1 Tourism Alliance (H1TA) Board of Directors  
Regular Meeting**

**Agenda | April 23, 2025 | Cambria Pines Lodge  
2905 Burton Drive, Cambria, CA 93428  
2:15pm**

**Call to Order**

**Chair Gary Setting**

**Public Comment** (limited to 3 minutes per speaker)

**Administrative Items**

**Chair Setting & CAO Cuming**

- Roll Call
- A-1** • Consent Agenda - Minutes
- Upcoming events | deadlines: Board Meetings May 28 and June 25

**Informational Items**

**CAO Cuming**

- H1TA Updates
  - New URL pointing to Members Site
  - Planned start date of May 1, 2025 for services provided by H1TA non-profit contingent on approval of agreement at Board of Supervisors April 29<sup>th</sup> meeting
- B-1** • Marketing: Roll-Up Report

**Presentation(s)**

- **Molly Cano**, SLO CAL: Lodging Forecast
- **Kirstin Koszorus**, K2 PR: PR Update and new FY Trends
- **Lori Keller**, 25 | 26 Marketing Direction

**Action Items** (each topic will allow for Board Discussion, followed by Public Comment)

**Chair Setting**

- C-1** • **Gary Setting and Bram Winter renewals** [*Board of Director terms expiring and interested in renewing for another term*]
- **Renewal of Local Fund Area agreements** [*approval of new FY 25 | 26 agreements with LFA contractors, including admin and marketing*]
- C-2** ◦ **Avila Beach: Stephanie Rowe admin and TJA marketing**
- C-3** • **Local Fund Area funding application forms** and agreement [*event sponsorship and Beautification & Infrastructure application forms and funding agreement*]

**Future Agenda Items**

**Chair Setting**

- Renewal of Local Fund Area agreements [admin & marketing]
- Renewal of BID Bunch agreements

**Closing Comments & Adjournment**

**Chair Setting**

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 comment 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 [info@Highway1RoadTrip.com](mailto:info@Highway1RoadTrip.com) at least 48 hours in advance of the meeting.

