

# SAN SIMEON TOURISM ALLIANCE

## AGENDA

May 20, 2025

1:00pm-2:30pm

Cavalier Cove Room

250 San Simeon Ave

San Simeon, CA



### CALL TO ORDER:

Chair Michael Hanchett

### WELCOME & INTRODUCTIONS:

### 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
  - ❖ Solterra Monthly Core Marketing Report & Summary

CAO Cuming  
CEO Jacob

### DISSUSSION ITEMS:

- Alliance Partner's Reports/Updates & Information *(from those in attendance)*
- Hwy # 1 Update *(latest information on the status of repair on Hwy 1)*
- SLO CBID – Highway 1 Tourism Alliance *(HITA updates)*
- Blendfest Update – *Update on Blendfest activities for 2025*

Chair Hanchett  
CAO Cuming

Krista Smith, Marketing Director PRWCA

### ACTION ITEMS:

- Solterra Strategies – *one year contract extension per HITA using the new standardized contract format & renewal terms*
- 2025-26 Budget – *review & approval of Jul 1, 2025 - Jun 30, 26 budget*
- Board Member Term *(Renewals for Dir Hanchett & Sandoval - Roll Call)*

Chair Hanchett

Chair Hanchett

Chair Hanchett

### FUTURE AGENDA ITEMS:

**Next Regular Advisory Board Meeting (Normal Meeting, 3<sup>rd</sup> Tuesday of the month)**  
**Date & Time: June 17, 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](mailto:mrh@cavetal.com) at least 48 hours in advance of the meeting.

*SAN SIMEON TOURISM ALLIANCE*  
250 San Simeon Avenue, Suite 3 A, San Simeon, CA 93452  
VisitSanSimeonCA.com