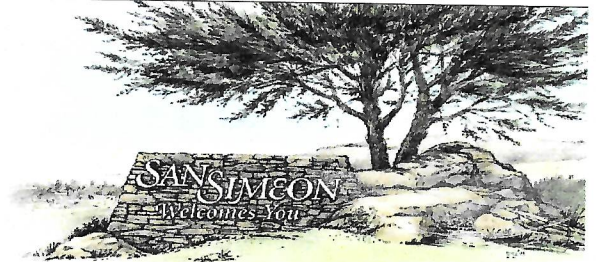


**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



San Simeon Tourism Alliance

May 20, 2025

MEETING MINUTES **DRAFT UNTIL APPROVED**

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **May 20, 2025**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:05 PM presided over by the Chairman of the Board, Michael Hanchett

WELCOME & INTRODUCTIONS: Present: Cheryl Cuming, CAO; Stacie Jacob, Solterra; Krista Smith, Director Marketing PRWA; Patty Wallace Rixman, Co-chair Cambria Scarecrow Festival; Mark Hucek, Cavalier Inn; and Dr. William Kneeland, President of the Friends of the Elephant Seal.

PUBLIC COMMENT(S)

No public comments at this time.

ADMINISTRATIVE ITEMS:

Roll Call: **Present:** Miguel Sandoval, Michael R Hanchett; Paul Panchal absent.

Consent Agenda

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

Correspondence: Solterra's Invoice for April.

April Financial Collections for San Simeon of \$9,956.03

Local Fund Summary: was presented by CAO Cuming for May 2025. She noted that the Annual Report had been submitted to the Board of Supervisors. CAO Cuming noted the non-profit, Highway 1 Tourism Alliance was approved by the BOS and was effective May 1, 2025.

Financial: for March were presented and discussed. SSTA's financial summary was distributed and continue to be approximately 14% of collections. Available unencumbered reserves at the end of the period were \$387,989.44.

Core Marketing Report: Stacie Jacob presented the Solterra Strategies' Monthly Marketing Summary for April 2025. Stacie pointed out the themes included: Cycling Outdoors, Earth Day, Family Travel, Road Trips, Wildlife, and Arts & Culture

Director Sandoval moved to accept the consent agenda, and it was seconded by Chair Hanchett and approved by their votes.

DISCUSSION ITEMS:

Alliance Partners' Reports/Updates

1. Cambria/San Simeon Scarecrow Festival representatives were present to answer any questions 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 note on the Rookery.
3. Chair Hanchett provided a brief update on Hwy 1 and the meeting with Caltrans and Senator Laird. Communication with Caltrans or the lack thereof was a big concern at the meeting.
4. SLO CBID update, CAO Cuming shared that the new non-profit H1TA had received the funding from the County and as a result were going to be required to perform an audit within the first few months of operations. Vendor contracts were being prepared and should be ready for the June meeting.
5. BlendFest Update. Krista Smith, Marketing Director for the Paso Wine Alliance provided a report on Blendfest's success. Most events were sold out and the Bird Watching addition was sold out and very popular. Discussions and questions continued.

ACTION ITEMS:

1. The Board next discussed and reviewed the Scope of Work for the upcoming year's extension of Solterra's contract. On a motion made by Chair Hanchett to accept the proposed Scope of Work and seconded by Miguel Sandoval the motion carried.
2. The Board next considered the proposed Marketing Plan and budget for the 2025-26 year. After a good discussion and insight provided by CAO Cuming about the actions of H1TA and other LAF's it was agreed to bolster the upcoming budget in anticipation of the re-opening of Highway 1. Chair Hanchett moved seconded by Director Sandoval to authorize Solterra's proposed budget not to exceed \$265,072 for the upcoming year. Motion carried.
3. The final action item was the approval of the renewal of Director Hanchett and Sandoval's request to be reappointed for their upcoming terms. On a motion by Director Sandoval and seconded by Chair Hanchett the motion carried.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items for the next meeting. It was noted that the contract for Solterra's year extension would need to be voted on at the June meeting. It will be placed on the Action section for consideration.

**Next Meeting Scheduled for June 17, 2025 @ 1pm at the
Cavalier Cove Meeting Room**

Respectfully,

Barbara J Hanchett