

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

MEETING CANCELLED

Agenda | June 25, 2025 | Cambria Pines Lodge
2905 Burton Drive, Cambria, CA 93428
2:00pm

Call to Order/Roll Call

Chair Gary Setting

Public Comment (limited to 3 minutes per speaker)

Information Items

Chair Setting & CAO Cuming

- Financials | Balance Sheet, Administrator and Partner updates
- Upcoming events | deadlines:
 - Board Meetings July 23 and August may cancel
 - Ethics Training
- H1TA Updates:
 - Investment of District Funds
 - Stephanie Rowe (ABTA admin) to retire
- Marketing: Roll-Up Report

Presentation(s):

- Ann Balboa (Orange 22), Fiscal Year Key Outcomes & 25 | 26 Media Plan

Consent Items

Chair Setting

- Approval of Prior Month Board Meeting Minutes

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

Chair Setting

- **Subcontractor Contract Renewals** *Board will review and consider for approval renewal of annual subcontractor contracts for Local Fund Areas.*
 - Cambria marketing contract
 - Cayucos admin, marketing & social/photography contracts
 - Los Osos, Oceano and Edna Valley admin & marketing contracts
- **Approve Chair and Vice Chair** *Board vote to approve new officers effective July 1, 2025*
- **Local Fund Area 25 | 26 Budgets** *Board will review and consider for approval fiscal year budgets July 1, 2025 – June 30, 2026*
- **Local Fund Area Applications** *Board will review and consider for approval Event and Beautification & Infrastructure funding applications received within the last 30 days*

Future Agenda Items

Chair Setting

- Non-profit policy documents (July)

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 at least 48 hours in advance of the meeting.

