

Highway 1 Tourism Alliance Board of Directors Meeting

Minutes | May 28, 2025 | Cambria Pines Lodge

H1TA Board Members Present: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett, Aaron Graves

County Liaison: CAO Cheryl Cuming, Tessa Cornejo

Absent: None

Guests: None

Call to Order

2:17pm

Public Comment

Gary shared that Moonstone Properties was voted Travelers' Choice on TripAdvisor, putting them in the top 10% worldwide.

Administrative Items

- Roll Call: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett, Aaron Graves are present
- Consent Agenda – Minutes: A motion was made by Bram Winter and seconded by Laila Kollmann to approve the April 23 minutes. With no further discussion, these minutes were approved by a voice vote of the Board; Mike Hanchett and Aaron Graves abstained.
- Financials | Balance Sheet, Administrator and Partner updates:
 - This General Fund report ties back to the Bid Bunch expense tracking, both reporting a total of \$161,322 in expenses for the month of April. Year to date expenses are \$1,281,943. Year to date revenue collected is \$1,206,596 which is \$5,170 less than what was budgeted through April for the fiscal year ending June 30, 2025. Year to date expenses paid, \$1,281,943 came in under budget by \$311,604. Net Income is \$413,187, which is \$304,433 more than budgeted for year to date. Overall cash increased by \$11,089 from June 30, 2024.
 - Partner Update: The SLO County Arts Council report findings were shared including: arts-related tourism contributed \$291.1 million in visitor spending; arts and culture sector generated \$35.4 million in direct sales and support 1,343 jobs in 2024; 3.1 million attendees engaged in arts and culture events; primary revenue sources were merchandise (61%), donations (56%) and ticket sales (48%); and volunteers contributed 197,000 hours valued at \$7.6 million in 2024.
- Next board meeting dates are June 25 and July 23.

Information Items

- H1TA Updates
 - The assessment fund transfer from SLO County has been completed
- Highway 1 meeting with Senator Laird
 - SLO CAL hosted a meeting with State Senator Mike Laird in early May. Key takeaways from the meeting include: developing a unified messaging strategy during Highway 1 closures; more transparent and responsive messaging with Caltrans; advocate for improved signage about road status and promote communities like San Simeon and Ragged Point; push for urgency with the construction workforce being consistently on-

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site; engaging with the Governor's office to raise awareness and emphasize urgency; and AB 1008 to address increased demand for alcohol licenses beyond population limits. Aaron shared that he is on a subcommittee with SLO CAL that is focusing on an economic impact study. Mike provided details from a Caltrans meeting with San Simeon that was held in March. A general suggestion was made to focus on the upcoming 2026 World Cup and wanting to ensure that visitors can travel the north/south route. CAO Cuming shared the impact on TOT historically when the road is closed. Re: AB 1008, Aaron said the senate did approve, and they are hoping for 10 new licenses to be available countywide.

- Marketing
 - The April Roll-Up report results were reviewed.

Presentations

None

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

- 25 | 25 FY Marketing Plan & Budget
 - A motion was made by Aaron Graves and seconded by Mike Hanchett to approve the Marketing Plan and Budget as presented. With no further discussion, the motion was approved by a voice vote of the Board.
- Subcontractor Renewals
 - H1TA BID Bunch Contracts: CAO Cuming presented the spreadsheet summarizing each subcontractor's scope, term and renewal amount for 25 | 26. A motion was made by Bram Winter and seconded by Aaron Graves to approve the contracts as presented. With no further discussion, the motion was approved by a voice vote of the Board. Mike said that he continues to support the BID Bunch model and appreciates the work being done.
- Local Fund Area Agreements
 - Cambria: A motion was made by Melissa Kurry and seconded by Mike Hanchett to approve the one-year contract with Jill Jackson for admin services, effective July 1, 2025. With no further discussion, the motion was approved by a voice vote of the Board.
 - San Simeon: A motion was made by Bram Winter and seconded by Melissa Kurry to approve the one-year contract with Solterra Strategies for marketing services, effective July 1, 2025. With no further discussion, the motion was approved by a voice vote of the Board.
- Local Fund Area Funding Applications
 - Cambria: A motion was made by Mike Hanchett and seconded by Bram Winter to approve \$8,000 for the Lawn Bowling Tournament. With no further discussion, the motion was approved by a voice vote of the Board.
 - Cambria: A motion was made by Mike Hanchett and seconded by Laila Kollmann to approve \$10,000 for the Arthritis Foundation cycling event. The board discussed the impact on stays, food and beverage at Cambria Pines Lodge, as well as other businesses, which is substantial with the inclusion of riders and family members. With no further discussion, the motion was approved by a voice vote of the Board; Bram Winter abstained.
 - Avila Beach: A motion was made by Bram Winter and seconded by Mike Hanchett to approve \$6,500 for the Pale Kai Outrigger event. With no further discussion, the motion was approved by a voice vote of the Board.

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Future Agenda Items

- Renewal of Local Fund Area agreements (admin & marketing)
- LFA Budgets
- Investment of carryforward
- Workers compensation requirement

Closing Comments & Adjournment

None

The meeting was adjourned at 3:23pm.

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