

SAN SIMEON TOURISM ALLIANCE

AGENDA

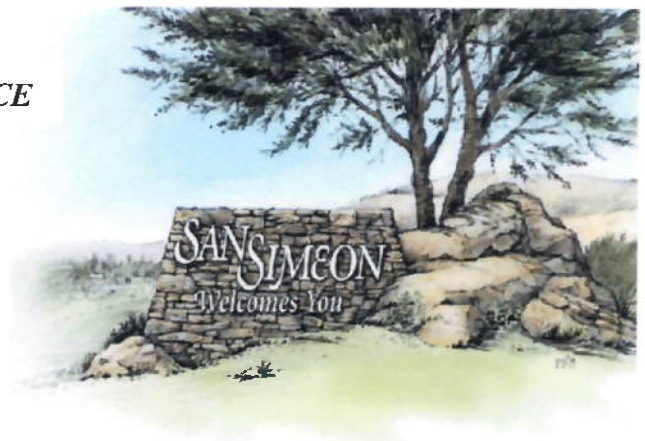
June 17, 2025

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

- 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 *(H1TA updates)*
- 2025 Christmas promotion

Chair Hanchett
CAO Cuming
Chair Hanchett

ACTION ITEM:

- Solterra Strategies – one year contract extension per H1TA *using the new standardized contract format & renewal terms*
- 2025-26 Budget – Final approval of Jul 1,2025 - Jun 30,26 budget
- Consideration of support for the American Legion's Picnic in the Park and their mission to provides scholarships.

Chair Hanchett

Chair Hanchett

Jim Bahringer

FUTURE AGENDA ITEMS:

Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

Date & Time: July 15, 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 at least 48 hours in advance of the meeting.

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