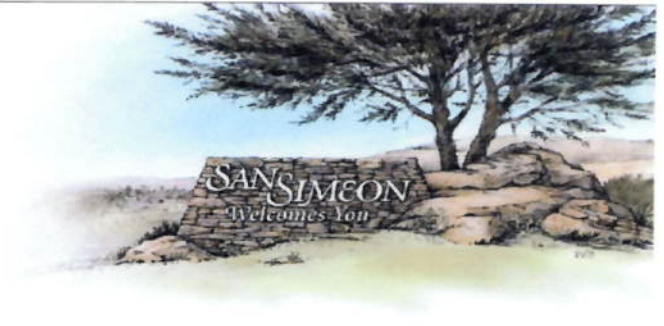


**Board of  
Directors**

Michael Hanchett  
Paul Panchal  
Miguel Sandoval

Barbara Hanchett  
*Acting Recording  
Secretary*



## **San Simeon Tourism Alliance**

**June 17, 2025**

**MEETING MINUTES DRAFT UNTIL APPROVED**

**CALL TO ORDER:** A board meeting of the San Simeon Tourism Alliance was held on **June 17, 2025**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:03PM presided over by the Chairman of the Board, Michael Hanchett

**WELCOME & INTRODUCTIONS:** Present: Cheryl Cuming, CAO; Mark Hucek, Cavalier Inn; and Carla Swift, Friends of the Elephant Seal; Jim Bahringer, American Legion; Pratik Vyas, Morgan & **Azusa Hotel**.

**PUBLIC COMMENT(S)**

No public comments at this time.

**ADMINISTRATIVE ITEMS:**

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

**Consent Agenda**

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

**Correspondence:** Solterra's Invoice for May.

CAO Cuming reported that May Financial Collections for San Simeon were \$14,177.46 and noted the percentage of collections continued to be in the 16% range

**Local Fund Summary:** was presented by CAO Cuming for June 2025. She noted the Business Improvement District had been formed 2009 and began operations in 2010, and since that time there have been over 200 Grants in the amount of \$1.8M funded. She pointed out that the full report was available on the Member Web.

**Financial:** for April were presented and discussed. SSTA's financial summary was distributed and continue to be approximately 16% of collections. Available unencumbered reserves at the end of the period were approximately \$455K.

CAO Cuming stated that the SLOCBID had been renewed with 4 hotel protest votes. It appears that a member satisfaction survey may be required. More information to come as the CBID Board will meet next week.

Core Marketing Report: Solterra Strategies' Monthly Marketing Summary for May 2025 was distributed. It was noted that Stacie Jacob was in Chicago at IPW, the world's largest inbound trade show and if anyone had questions about the May 2025 Summary to please note them and we will try and get an answer for them or discuss it at next month's meeting. There were no questions or concerns expressed.

Director Panchal moved to accept the consent agenda, seconded by Director Sandoval and approved by 3-0 votes.

## **DISCUSSION ITEMS:**

### **Alliance Partners' Reports/Updates**

1. Carla Swift of the Friends of the Elephant Seal was present and provided a brief note on FESs activities, these included a new Kids corner in the VC and the addition of new docents at the rookery.
2. Chair Hanchett provided a brief update on Hwy 1 and indicated that the crews were busy drilling and grouting large dowels in the slide to stabilize its movement. There was no new communications about the opening timeline.
3. CAO Cuming noted that there was no further discussions related to the H1TA.
4. CAO Cuming shared that she had spoken with Mike Arnold about the Christmas Market and related that SSTA was not interested in pursuing a partnership at this time, due to the associated costs. Chair Hanchett communicated that he had been in touch with Dan Falet at Hearst Castle about the Christmas tours and had received feedback from him that they were going to schedule them. Hanchett suggested that we get with Solterra and see what we can do to promote them better than has been done in previous years.

## **ACTION ITEMS:**

1. The Board next discussed the need to execute a contract with Solterra for the year's extension. CAO Cuming informed the Board that the contract was to be executed by H1TA. No further action was necessary.
2. The Board next considered the final budget for the 2025-26 year. After a discussion it was moved by Director Sandoval and seconded by Director Hanchett to approve the 2025-26 final Budget as presented. Motion passed unanimously.
3. The Board next considered a request by the American Legion for support of the Fourth of July Picnic in the Park. After discussion it was agreed the mission of SSTA was to put heads in beds and this request did not meet that requirement. It was

suggested that the Legion reach out to the community businesses for direct support and no action was taken.

**FUTURE AGENDA ITEMS:**

Final item today was the discussion of future agenda items for the next meeting. There were no requests at this time.

Meeting was adjourned 1:34PM.

**Next Meeting Scheduled for July 15, 2025 @ 1pm at the  
Cavalier Cove Meeting Room**

Respectfully,  
Barbara J Hanchett