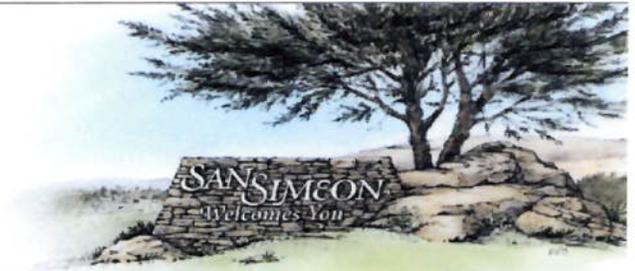


**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



San Simeon Tourism Alliance

January 20, 2026

MEETING MINUTES DRAFT UNTIL APPROVED

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **January 20, 2026**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:04PM presided over by the Chairman of the Board, Michael Hanchett

WELCOME & INTRODUCTIONS: Present: Cheryl Cuming, CAO; Mark Hucek, Cavalier Inn; Carla Swift, Friends of the Elephant Seal; Shelley Holden, President Cambria Scarecrow Festival; Stacie Jacob, Solterra Strategies; Daniel Brown, Zebra Radio; Pratik Vyas, Morgan & Azul Inn; Aaron Linn and Ronnie Wannagat, Classico Vintage Cycling Event; Supervisor Candidate Jim Dantona.

PUBLIC COMMENT(S)

Daniel Brown Discussed Zebra Radio and the coverage along the Central Coast.

ADMINISTRATIVE ITEMS:

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

Consent Agenda

Minutes: There was not a quorum to vote on the minutes, and it was moved until next meeting for approval.

Correspondence: Solterra Invoice

H1RT Meeting Dates

January Local Fund Summary:

CAO Cuming discussed the Local Fund Summary for January; she discussed the Highway 1 Road Trip/CBID Stakeholder Satisfaction Survey of 2025. She continued by updating everyone on the importance of the H1RT Survey and key takeaways. Her presentation was positive and she reported that she was awaiting feedback from County Staff.

CAO Cuming continued that the survey response rating was in the 90% and was supported by a majority of the motels. She elaborated on the issue of active and not active properties, licenses of vacations rentals, etc. She continued her report by explain the Board Member term details and that the Board could have as many as 7 members. With three currently serving there are 4 open seats available in San Simeon.

CAO Cuming next distributed new handouts on the Brown Act and answered some of the questions relating to it.

December Financial Collections for San Simeon were \$15,898.01 noting the collections were down approximately 4%.YTD for the period. Chair Hanchett ended by stating that the unencumbered balance at the end of December was approximately \$420,000.

Core Marketing Report:

Solterra Strategies' Monthly Marketing Summary for January 20, 2026 meeting was presented by CEO Jacob. She noted that since the opening of Highway 1 on January 14, 2026 all efforts have been focused on getting out the message that Highway 1 is Open! CEO Jacob provided a summary of the paid strategies, Co-op and partnership opportunities, including earned media influencers & Visit California - Volkswagen Influencers Road Trip. It was agreed that this topic would be included in next month's meeting.

There being no further discussion Director Sandoval moved to accept the consent agenda, seconded by Director Hanchett and approved by 2-0 votes.

DISCUSSION ITEMS:

Alliance Partners' Reports/Updates

1. Carla Swift, president of the FES, reported that the Seals were well and busy at this time of year.
2. Shelley Holden, of the Cambria-San Simeon Scarecrow Festival next discussed the festival. She noted everything was going well and underway for next year.
3. BlendFest update on Ticketsauce & Zapier. CEO Jacob stated that the issue that had occurred was resolved and things were progressing in a positive manner.

ACTION ITEMS:

1. Election of Officers for 2026 was discussed and a motion to continue with the existing Officers for the coming year was made by Michael Hanchett and seconded by Miguel Sandoval. Motion passed. Paul Panchel absent.
2. Grant for Classico Vintage Cycling Event was the final action for today. Aaron Linn, organizer of the event discussed its marketing and other items.

Ron Wannagat presented the bike routes and showed a presentation for all to see.

After discussion, Director Sandoval moved to approve the request for \$5,000. seconded by Chair Hanchett and motion approved.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items:

1. July 4th Decorations
2. FES Drawings
3. 250th Anniversary of the USA
4. FIFA World Cup

Meeting was adjourned 2:13 PM.

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

Respectfully,
Barbara J Hanchett