



## **CANCELLATION NOTICE**

**San Simeon Tourism Alliance  
Meeting of February 17, 2026**

**The Board of Directors has directed the cancellation of the February 17, 2026, Meeting.**

**Solterra Strategies continues to execute our marketing plan syncing with Visit SLO Cal and Highway 1 Discovery Route efforts. With the opening of the Hwy 1 in January, it appears it is working as our collections for the H1RT are up 10% while San Simeon's is up 37% Y/Y. We are off to a good start!**

**There is, and has been, a lot of behind the scenes work being done by H1RT and the local area funds to continue the reorganization of the 1989 CBID to the newer format of the 1994 laws. Target date for the changeover is October 1, 2026. This has required a temporary renewal of the 1989 organizational structure to carry us to October and then the renewed structure to carry us forward into the future. Note there will be two votes coming up to do that. One will be for the temporary extension of the 1989 structure to get to October, and then one for the new structure to carry us forward with the benefits of the 1994 law. Be sure and watch for the two votes to avoid confusion and please participate.**

**SSTA's next meeting is scheduled for March 17, 2026, St. Patrick's Day, unless actions require our attention at a special meeting sooner.**



**We hope to see you there with your Irish heritage and shamrock a glow.**

**The San Simeon Tourism Alliance Board  
(Normal Meeting, 3<sup>rd</sup> Tuesday of the month)  
Next Scheduled SSTA Advisory Board Meeting  
Is scheduled for March 17, 2026 @ 1:00pm  
Location: Cavalier Plaza Cove Meeting Room**