



CANCELLATION NOTICE

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

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

Solterra Strategies continues to execute our marketing plan syncing with Visit SLO Cal and Highway 1 Discovery Route efforts. With the re-opening of Hwy 1 on February 20th we, again wish to thank Caltrans for their quick action.

There continues to be 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 of October 1, 2026 continues to be on schedule. Please remember it requires 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 April 21, 2026, unless actions require our attention at a special meeting sooner.

Enjoy St. Patrick's Day and keep your Irish heritage and shamrock a glow.



We hope to see you at the April meeting but will keep you apprised of its status.

**The San Simeon Tourism Alliance Board
(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is scheduled for April 21, 2026 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room**