



CANCELLATION NOTICE

San Simeon Tourism Alliance Meeting of April 21 and May 19, 2026

The Board of Directors has directed the cancellation of the April 21 and May 19, 2026, meetings due to schedule conflicts.

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.

Note attached is the April 2026 Fund Summary for your review. We are also forwarding the March Tax collections for your review. Looks like the opening of Hwy 1 has been successful for all!

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 that 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 to watch for the two votes, to avoid confusion, and please participate.

SSTA's next meeting is scheduled for June 16, 2026, unless actions require our attention at a special meeting sooner.

We look forward to welcoming you to the June 16th meeting.

**The San Simeon Tourism Alliance Board
(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is scheduled for June 16, 2026 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room**