

Highway 1 Tourism Alliance (H1TA) Board of Directors
Regular Meeting

Agenda | May 27, 2026 | Cambria Pines Lodge
2905 Burton Drive, Cambria, CA 93428
2:05pm

Call to Order/Roll Call

Chair Aaron Graves

Public Comment (limited to 3 minutes per speaker for items not on the agenda)

Information Items

Chair Graves & CAO Cuming

- **Upcoming events | deadlines:**
 - Board Meetings: (Monthly on the 4th Wed): June 24 and July 22
- **Marketing:** Roll-Up report
- **Financials | Balance Sheet, Administrator and Partner updates**

Consent Items

Chair Graves

- Approval of Prior Month(s) Board Meeting Minutes and Financials

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

Chair Graves

- **1989 Renewal and 1994 Formation** *Discuss preparation and next steps for the renewal of the existing 1989 district and the formation of the new 1994 district*
- **FY 26 27 Marketing Plan Review & approval of the upcoming FY marketing plan**
- **FY 26 27 Contract Renewals** *Renewal of the Local Fund Area admin and marketing contracts effective July 1, 2026 through June 30, 2027*
- **Local Fund Area Applications** *Review & consider for approval of Event and Beautification & Infrastructure local area funding applications received within the last 30 days*
 - **Los Osos:** Butterfly Ball and Western Monarch Education
- **Senate Bill 1316** *Review & approve draft letter to oppose Senate 1318 entitled Coastal resources: local coastal program: coastal development permit: non-owner-occupied STRs*

Future Agenda Items

Chair Graves

- SEO and AI, Paid Media Plan, Investment policy

Closing Comments & Adjournment

Chair Graves

BROWN ACT: The Brown Act requires that an agenda include a brief description of each item to be transacted or discussed be publicly posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. The agenda will be posted at www.Highway1RoadTrip.com/member as well as outside the Katcho Achadjian Government Center located at 1055 Monterey Street, San Luis Obispo. The Brown Act does not require the packet be posted but does require that materials shall be made available for public inspection at the time materials are distributed to the board. The location of the office for public inspection of documents is 81 Higuera St., Suite 220, San Luis Obispo, CA. To request an electronic copy of the board materials, contact the administrator, Cheryl Cuming, at admin@slocountybid.com or 805.547.2243. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Cheryl Cuming at admin@slocountybid.com or 805.547.2243 at least 48 hours prior to the meeting.

MADDY ACT: The County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at <https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community>.

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. "Public Comment" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. These presentations are limited to three (3) minutes and total time allotted to non-agenda items will not exceed fifteen (15) minutes. The Board may give direction to staff to respond to your concern or you may be offered the option of returning to discuss at a future meeting where the item is properly agendaized. With regard to items that are on the agenda, you will be given an opportunity to speak for up to three (3) minutes when the Board discusses that item. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. Citizens may request that a topic related to the business of the tourism board be placed on a future agenda. Once such an item is properly agendaized and publicly noticed, the Board can respond, interact, and act upon the item. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

