
**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



San Simeon Tourism Alliance

June 16, 2026

MEETING MINUTES DRAFT UNTIL APPROVED

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **June 16, 2026**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:00 presided over by the Chairman of the Board, Michael Hanchett

WELCOME & INTRODUCTIONS: Present: Cheryl Cuming, CAO; Shelley Holden, President Cambria Scarecrow Festival; Stacie Jacob, CEO, Jolie Cazier, Solterra Strategies; Gerald Tellez, General Manger, Kirsten Jergsen, Cavalier Inn; Renee Linn, President, Julie Amodei, Vice President, Katherine Gillen, Bruce Kuch, Cambria Chamber of Commerce.

PUBLIC COMMENT(S)

Julie Amodei passed out a flyer for the July 4th event.

ADMINISTRATIVE ITEMS:

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

Consent Agenda

Correspondence: Solterra Invoice & Meeting date suggestions

June Local Fund Summary:

CAO Cuming discussed the Local Fund Summary for June; she discussed the opening of Highway 1 and increase for San Simeon being 42% while Cambria showed a 30% and the overall H1TA increased at 36.%.

CAO Cuming continued that the 1989 CBID had been renewed by the Board of Supervisors. She reported that the new District's target has been extended 18-24 months..

CAO Cuming next stated that the area had received coverage in the LA Times for FIFA and that the H1TA marketing continues to improve.

May's Financial Collections for San Simeon were \$15,745.49 noting the collections were up approximately 15% Y/Y for the period and 4% YTD. Chair Hanchett ended by stating that the unencumbered balance at the end of December was approximately \$400,000.

Core Marketing Report:

Solterra Strategies' Monthly Marketing Summary for June 16, 2026 meeting was presented by CEO Jacob. She noted that May's themes focused on spring things to do. World Cup, Memorial day, wildlife activities, the opening of Highway 1 end to end, and summer planning.

She stated that the top performing post was an "Accolades post featuring the New York Times" which received over 2.4 K views. Attention was directed to the YouTube views for the future. She continued that the May Newsletters experienced a 30% opening and VisitSanSimeonCA.com generated 57,699 sessions. CEO Jacob ended by reporting the update of Hearst Castle's website and the promotion of San Simeon and Paso Robles by Visit California World Cup promotions.

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

There were no updates from Alliance partners.

ACTION ITEMS:

1. The consideration of Diane Rayme from Ragged Point as a Board Member of SSTA was the first item. She introduced herself and explained her interest in being a member of the Board. The Board thanked her for her interest and after a brief discussion she was welcomed and a motion to endorse her applications was approved.

There being no further discussion Director Hanchett moved to approve her application for appointment to the Board, seconded by Director Sandoval and approved by 2-0 votes.

2. Brue Koch, Board Member of the Cambria Chamber of Commerce presented a grant request for infrastructure improvements of Cambria's Chamber Office. After much discussion relating to the deferred infrastructure in San Simeon, the concern of our constituents and the precedents this would establish for future requests, the grant was denied.

There being no further discussion Director Hanchett moved to deny the Grant Application, seconded by Director Sandoval and approved by 2-0 votes.

3. Director Hanchett presented the 2026-27 Budget for SSTA. It was noted that the budget created a deficit of approximately \$60K. It was hoped that by next year with all the local properties back on line and the road reopened it would improve the position. It was noted that this was as the final carryovers for the year are not yet available.

There being no further discussion Director Sandoval moved to accept the 2026-27 Draft Budget, seconded by Director Hanchett and approved by 2-0 votes.

4. CEO Jacob next presented Solterra's budget for the 2026-27 year. A schedule of monthly expenditures and scope of services was reviewed. After some discussion and questions the budget was approved.

There being no further discussion Director Sandoval moved to accept the 2026-27 Solterra's Budget, seconded by Director Hanchett and approved by 2-0 votes.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items:

Establishment of the 2026-27 meeting dates
Paul Panchal's resignation..

Meeting was adjourned 2:25 PM.

**Next Regular Meeting Scheduled for Tuesday, July 21, 2026 @ 1pm at the
Cavalier Cove Meeting Room**

Respectfully,
Barbara J Hanchett