

Highway 1 Tourism Alliance Board of Directors Meeting Minutes | September 30, 2026 | Cambria Pines Lodge

Call to Order

The meeting was called to order by Vice Chair Melissa Kurry at 2:06 PM.

Roll Call

Members Present: Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett

Members Absent: Aaron Graves (excused)

County Liaison: Tessa Cornejo

Staff: Cheryl Cuming, CAO

Guests: Tracy Campbell, CEA Strategies; Emily Brown, Civitas (via Zoom); Ashlee Akers, Visit SLO CAL

Quorum

A quorum was established with five members present.

Public Comment

Vice Chair Kurry provided an opportunity for public comment on items not on the agenda. No comments were made.

Information Items

- Upcoming Events: Members were reminded of the next meetings; October meeting date is advanced to 10/21 and November-December is a combined meeting on December 2.
- Financials: The August financials were reviewed. Of note was the revenue is \$35,848 above budget and expenses paid are \$13,040 under budget. Total available funds are \$601,121.

Presentations

None

Consent Items

- Approval of Board Minutes and Financials. Motion: To approve the minutes of the prior meeting and financials.
Moved by: Mike Hanchett; Seconded by: Bram Winter. Motion carries.

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

- 1994 Formation: The petition drive results were shared. The estimated weighted TOT percentage is 68%. Hotels and motels had an 82% response rate and there were a total of 143 submissions. Tessa Cornejo provided an explanation of the auditor and county counsel's interpretation of who is authorized to sign the petition, which is based on their authorized agent with the California Secretary of State. Based on this requirement, the petition rate dropped to 24%, however, Tessa's outreach effort to obtain owner's authorization confirmed that the 51% threshold was met and on September 29, 2026, the Resolution of Intention item was approved on content by the BOS.
Mike asked about the pre-approval of the petition language by the County and Tessa confirmed that the concerns by the auditor's office were unforeseen. Emily provided the perspective from Civitas that historically districts have not had the burden of proving who is authorized to sign and this is an unprecedented level of scrutiny. The County has also determined that a protest form will be included in the public meeting mailing, which Emily stated is not legally required. Mike asked about how verbal protests would be handled during public hearings and public meetings,

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and Tessa and Emily to confirm. Mike shared concern that large property owners, such as KSL, will struggle to provide owner representation if their local representatives are not authorized to represent the entity. The H1TA board agreed that further clarity and transparency around County requirements is needed for future tourism district renewals.

Emily reviewed the updated timeline for the remaining steps of the 1994 formation. October will include reviews and approval of the draft board policy. November will include a public meeting (11/3) and public hearing (11/17) by the Board of Supervisors.

- Government Affairs | Advocacy: Tracy Campbell presented a 60-day Strategic Government Relations & Communications progress report. The report notes her meetings with Supervisors in late August and September, along with her initiatives planned for October. It was noted that Tracy will present her updated 90-day plan in October.
- Local Fund Area Applications
 - Cambria:
 - Chamber Art & Wine Festival 2027 for \$5,000. Moved by: Bram Winter; Second: Mike Hanchett. Motion carries.
 - Edna & AG Valley:
 - ECO SLO Red Bud Road for \$5,000. Moved by Mike Hanchett; Second: Bram Winter. Motion carries.
- Local Fund Area Board Members
 - Edna & AG Valley:
 - Appointment of Amy Griffith. Moved by: Bram Winter; Second: Gary Setting. Motion carries.

Future Agenda Items

- Annual audit
- CEA Strategies renewal
- Investment policy
- Board succession

Closing Comments

None

Adjournment

Motion: To adjourn the meeting. Moved by: Bram Winter; Seconded by: Gary Setting. Motion carries.
Meeting adjourned at 3:38 PM.