Highway 1 Tourism Alliance Board of Directors Meeting
Minutes | October 21, 2026 | Cambria Pines Lodge

Call to Order
The meeting was called to order by Chair Aaron Graves at 2:05 PM.

Roll Call
Members Present: Aaron Graves, Gary Setting, Melissa Kurry, Bram Winter, Laila Kollmann, Mike Hanchett
Members Absent:
Staff Present: Cheryl Cuming, CAO
Guests: Emily Brown, Civitas (via Zoom); Ashlee Akers, Visit SLO CAL; Erin Nagle, Glenn Burdette (via Zoom); Allison Palm, Connect Accounting (via Zoom); Cheryl Rowe (via Zoom)

Quorum
A quorum was established with six members present.

Public Comment
Chair Graves asked for public comment on items not on the agenda. No comments were made.

Presentations
Erin Nagle presented the audit report for the year ended June 30, 2026. Erin reported that the audit opinion was clean or unmodified with no findings or recommendations required to be communicated to the board. She highlighted that this year's financial statements were more robust as they included full 12 months of operations compared to the previous year's partial period audit covering only May and June. Erin explained the functional expense breakdown showing that the majority of expenses fall under program services, and she discussed liquidity and net asset information including $1.621 million in designated net assets for future operations. The audit was completed without any difficulties or disagreements with management, and Erin noted that the 990 tax return would be prepared next.

Information Items
- Upcoming Events: Members were reminded of the next meetings;November-December is a combined meeting on December 2. First meeting of 2027 will be January 27.
- The Marketing Roll-Up Report for September was presented. Items of note included measurable trip-planning behavior; email campaign open rate of 52%; and public relations coverage in Travel + Leisure, Food & Wine, and Condé Nast Traveler. The SLO CAL Annual Report was recapped for the board. Items of note include that SLO CAL reported $9.4 million in assessment revenue and its collaborative work with H1TA/H1RT. The report was well received by Supervisors.
- Financials: The September financials were reviewed. Of note was the revenue is $49,028 above budget and expenses paid are $52,988 under budget. Total available funds are $684,032.

Consent Items
- Approval of September Board Minutes, Financials. Motion: To approve the minutes of the prior meeting and current financials. Moved by: Melissa Kurry; Seconded by: Gary Setting. Motion carries; Aaron Graves abstained.

Action Items (each topic will allow for Board Discussion, followed by Public Comment)
- FY 2025 2026 Audit: Noted that the heading numbering within the audit report needs to be corrected.

Motion: To approve the audit with the header formatting change.
Moved by: Laila Kollmann; Seconded by: Bram Winter. Motion carries.

- 1994 Formation: Emily reviewed the updated timeline, which includes a November 3 Board of Supervisors meeting where the formation is anticipated to be a consent item open to public testimony. The Local Fund Areas had no concerns with the draft board policy and it will be reviewed as presented. The Board of Supervisors meeting on November 17 is planned to include the public hearing and adoption of the resolution of formation.
  Motion: CAO Cuming noted that the final approval of the policy will occur at the 12/2 BoD meeting following the BOS support of the draft on 11/3.
- Government Affairs | Advocacy: The CEA Strategies contract extension was presented for review and discussion. CAO noted the contract will be extended through December 2026 with no additional funds needed.
  Motion: To approve the contract extension. Moved by: Mike Hanchett; Seconded by: Melissa Kurry. Motion carries.
- Local Fund Area Applications
  - Cambria:
    - Chamber Film Festival 2027 for $4,500. Moved by: Mike Hanchett; Second: Bram Winter. Motion carries.
  - Oceano | Nipomo:
    - ECO Summer Cleanups for $2,500. Moved by Laila Kollmann; Second: Gary Setting. Motion carries.
- Local Fund Area Board Members
  - Los Osos:
    - Appointment of Maggie Juren and Janelle Eagle. Moved by: Mike Hanchett; Second: Gary Setting. Motion carries.
  - Avila Beach:
    - Renewal of Mindy Hunter. Moved by: Bram Winter; Second: Mike Hanchett. Motion carries.

Future Agenda Items

- Board succession
- Investment policy

Closing Comments - None

Adjournment

Motion: To adjourn the meeting. Moved by: Bram Winter; Seconded by: Melissa Kurry. Motion carries.
Meeting adjourned at 3:06 PM.