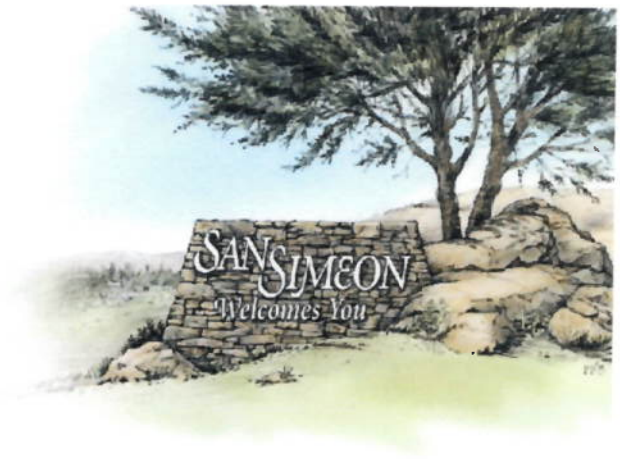


MEETINGS CANCELLED

San Simeon Tourism Alliance
Meetings for Nov. 17 & Dec. 15, 2026

Per the approved action at the October 20th SSTA Meeting the Board of Directors has directed the cancellations of the November 17th, and December 15, 2026, meetings.

Solterra Strategies will continue to execute our marketing plan syncing with Visit SLO Cal and H1TA efforts.

We will continue to monitor Highway 1 road and weather conditions and advise as weather or road Press Releases or Alerts are issued.

Thank you for all the support during our organization's restructuring and we wish everyone the Happiest of Holidays.

SSTA's next meeting is scheduled for January 19, 2027, unless actions require our attention at a special meeting sooner.

Next Scheduled SSTA Advisory Committee Meeting
is scheduled for January 19, 2026 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room