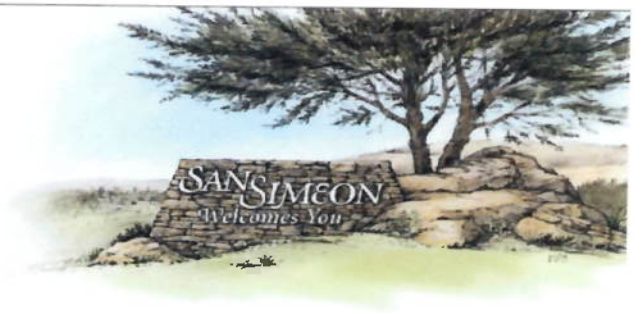
Board of Directors

Diane Ramey
Michael Hanchett
Miguel Sandoval

Barbara Hanchett
Acting Recording Secretary



San Simeon Tourism Alliance

October 20, 2026

MEETING MINUTES DRAFT UNTIL APPROVED

CALL TO ORDER: A board meeting of the San Simeon Tourism Alliance was held on **October 20, 2026,** at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:07 presided over by the Chairman of the SSTA Committee, Michael Hanchett

WELCOME & INTRODUCTIONS: Present: Cheryl Cuming, CAO; Carla Swift, President Friends of the Elephant Seals; Stacie Jacob, CEO, Jolie Cazier, Solterra Strategies; Gerald Tellez, General Manger, Cavalier Inn; Krista Smith, Marketing Director and Joel Peterson of the Paso Wine Alliance; Jim Allen, Hearst Castle; Pratik Vyas, Hampton Inn and Morgan Hotel

PUBLIC COMMENT(S)

No comments at this time.

ADMINISTRATIVE ITEMS:

Roll Call: **Present**: Michael R Hanchett, Diane Ramey, Miguel Sandoval

Consent Agenda

It was requested that the minutes of the June 16, 2026 SSTA meeting be pulled from the consent Agenda as Director Ramey was not present for that meeting. On a motion made by Director Sandoval and Seconded by Chair Hanchett the minutes were approved with Director Ramey abstaining.

Correspondence: Solterra Invoice
Proposed draft of 2027 meeting dates

September Local Fund Summary:

CAO Cuming discussed the Local Fund Summary for October. She highlighted: the increase for San Simeon/Ragged Point's Y/Y TOT assessments; bylaws regarding absences and the upcoming Board of Supervisors meetings on November 3rd & 17th.

CAO Cuming continued with a detailed discussion of the newly adopted H1TA's Resolution on District-Wide Reporting and Transparency Policy.

Her discussion included:

- Open Meetings and Public Records
- Fiscal Integrity
- Uniformity of Budget and Reporting and Budget Standards

She indicated the desire to improve the uniform reporting for H1TA and its 8 subcommittees.

CAO Cuming concluded her presentation with a review of the Sept 26 financial results for SSTA.

Solterra Strategies Core Monthly Marketing Summary for September 2026:

CEO Jacobs presented the report for September. She summarized the Campaign, Social Summary, Newletters, Website, Advertising, Earned Media and Influencers providing analytics and discussion on each.

CEO Jacobs identified lower engagement on the Mailchimp program and advised that they were looking into the lower rate of audience engagement. The 4h quarter will focus on re-engaging inactive subscribers and removing non-responders.

The Summary was positive and improving overall.

There being no further discussion Director Sandoval moved to accept the consent agenda, seconded by Director Ramey and approved with a 3-0 votes.

DISCUSSION ITEMS:

Alliance Partners' Reports/Update

Carla Swift represented the Friends of the Elephant Seals and reported that visits were picking up with the reopening of the road and that all was good.

Hearst Castle was represented by Jim Allen who provided the schedules for the upcoming Holidays.

- Art Under the Moonlight Tours foe 2026. https://hearstcastle.org/tour/art-under-the-moonlight-tour/
- Holiday Twilight Tours for 2026. https://hearstcastle.org/tour/holiday-twilight-tour/

ACTION ITEMS:

1. Krista Smith and Joel Peterson from the Paso Wine Alliance were present to submit the 2027 Grant request for the 2027 BlendFest. They advised that the tasting would take place in Old Town San Simeon at the Morgan Warehouse. The plan will include bussing from the motels in San Simeon, and they look forward to another successful event. With the additional expense this year's Grant was for $15K up from the previous years of$10K. After discussion Chair Hanchett moved that the Grant be approved, seconded by Director Sandoval and approved 3-0.

2. No action was taken on the Grant for 2027 Scarecrow Festival; it will be placed on the next meeting's agenda.

3. The final action today was the consideration of cancellation of the November and December Meetings.

FUTURE AGENDA ITEMS:

Final item today was the discussion of future agenda items:

Establishment of the 2026-27 meeting dates

Meeting was adjourned 2:08PM.

Next Regular Meeting Scheduled for Tuesday, January 19, 2027 @ 1pm at the Cavalier Cove Meeting Room

Respectfully,
Barbara J Hanchett