



**BOARD of
DIRECTORS**

Paul Panchal
Michael R. Hanchett
Kaushik Patel
DeeDee Ricci
Recording Secretary

AGENDA

January 17, 2017

1:00pm – 2:30pm

Cavalier Butte Room

250 San Simeon Ave., San Simeon, CA

WELCOME & INTRODUCTIONS

PUBLIC COMMENT(S)

CORRESPONDENCE

APPROVAL OF MINUTES

SLO CBID UPDATE - Cheryl Cuming

OTHER REPORTS/UPDATES:

1. **Visitor Center Report-Michele**
2. **Alliance Partners Report/Update**
3. **Website & Analytics Scorecard**
4. **Blendfest Update**
5. **FES Exploratory Rookery Tours**
6. **Riester SEO**
7. **Coastal Discovery & Stewardship Celebration**
8. **Stewardship Celebrations/Whale Trail**
9. **Monument Status for Piedras Blancas**

DISCUSSION:

1. **Marketing Overview**

ACTION ITEMS

1. **PR/Marketing Solterra**

FUTURE AGENDA ITEMS:

Next Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)

No meeting in December as a result of Holidays

Date and Time: February 21, 2017 @ 1:00pm

Location: Cove meeting Room

SAN SIMEON TOURISM ALLIANCE

250 San Simeon Avenue, Suite 3-A, San Simeon, CA 93452