
BOARD of
DIRECTORS

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



San Simeon Tourism Alliance

MEETING MINUTES

DRAFT UNTIL APPROVED

January 17, 2017, 1:00 pm
Cavalier Cove Room
250 San Simeon Ave., San Simeon, CA

The meeting was called to order at 1:00 pm

WELCOME & INTRODUCTIONS

Board Members Present: Mike Hanchett, Paul Panchal and Kaushik (Ken) Patel.

Staff: Cheryl Cuming, SLO CBID CAO; Michele Roest, Visitor Center Coordinator and Recording Secretary.

Guests: Taylor Hilden and Paulla Ufferheide, Cambria Scarecrows; Lynette Harris and Dave Bauer Friends of the Elephant Seal (FES); Jeff & Shirley Weir, FES; Carolyn Skinder, Monterey Bay National Marine Sanctuary; Mark Haley, Cal Poly Health Services, Tim Postiff, Piedras Blancas Light Station Association.

PUBLIC COMMENT(S) Mark Haley, Cal Poly Health Services, gave a presentation on human trafficking in the area. He provided an information summary and posters to provide information about human trafficking to others.

CORRESPONDENCE Cheryl provided Mike with the names of two companies that provide bicycle share programs similar to other communities in SLO County (Zagster and Mystic).

APPROVAL OF MINUTES for November 16, 2016: Paul made the Motion, Mike 2nd; Ken abstained due to his absence at the November meeting. All in Favor.

SLO CBID UPDATE Cheryl announced that the website for the Highway1DiscoveryRoute has been revised and has exceeded expectations in increased views and shares. Two new videos have been created, one for the baby boomer age group and one for millennials. They have been very popular. TOT assessments for July-Sept 2016 were relatively flat, with San Simeon showing a 1.2% increase over last year and the CBID showing a 2% increase overall.

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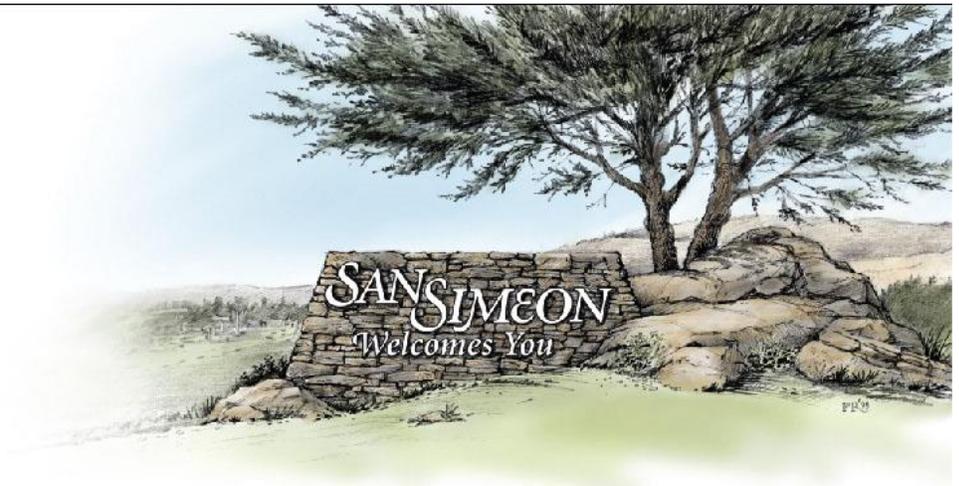
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OTHER REPORTS/UPDATES:

- 1. Visitor Center Report:** Michele provided a visitation summary of the last 3 years at the Visitor Center. On average, about 9,000 visitors come through the office each year. 2016 was below average with about 7,200 visitors. A total of 62 countries were represented in 2016, with the greatest number coming from Europe, Canada and China. Visitor composition varies with more domestic visitors in the winter, and more foreign visitors in the summer.
- 2. Alliance Partners Report/Update:**

MBNMS: Carolyn indicated that in winter, elephant seals and the creek may make San Simeon Cove inaccessible at times. She noted that Google Maps seems to be sending visitors to the wrong places for elephant seals. This is a universal problem. Michele said she would see if anyone had created a better address for the elephant seal vista point that can be sent to Google. Carolyn provided ideas to get the word out about San Simeon through two national programs, Earth Is Blue and Thank you Oceans. The Monterey Bay National Marine Sanctuary will celebrate 25 years in 2017, and will have a “Get Into Your Sanctuary” event on August 12.

Scarecrow Festival: Paulla and Taylor offered a summary of the 2016 Scarecrow Festival, indicating that it was the best one yet. The mega-displays on the corner and flags attracted more visitors. Their “on the street” interviews revealed that 90% of people they interviewed were staying in Cambria and San Simeon, with Morro Bay and Pismo Beach composing the other 10%. The high school student art class will no longer be making scarecrows for the event, but the scarecrows will be getting a workspace soon and will offer workshops.
- 3. Website & Analytics Scorecard:** So far, no new activity since last meeting.
- 4. Blendfest 2017:** Cheryl confirmed that the Blendfest sold out its evening event, but not the earlier event. She expects a report by next month.
- 5. FES Exploratory Tours:** Dave reported that the Exploratories will be Saturday, January 21 and 28, every Saturday in February, and the two first Saturdays in May.
- 6. Riester SEO:** Nothing to report at this time.
- 7. Coastal Discovery & Stewardship Celebration:** Cheryl said it launched last weekend with a strong showing at the first movie night at Hearst Castle. Everyone is looking forward to the dedication of the Whale Trail on Friday, January 20. Mike showed a prototype for the new beach combing cleanup bags for San Simeon.
- 8. Monument Status for Piedras Blancas:** The Monument status for Piedras Blancas was confirmed by President Obama on January 12, 2017. Kudos to Donovan Marley for making it happen!



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DISCUSSION

1. **Marketing Overview:** Mike would like to call a special meeting to discuss three areas: the Riester contract, the Solterra contract and the trade shows for 2017, which are already underway.

ACTION ITEMS

1. **PR/Marketing Plan.** Mike proposed extending Solterra's contract by \$1,500 for the next 3 months to include funding to increase exposure and email address lists for Visit San Simeon. Ken made the Motion, Paul 2nd, All In Favor.

Next Advisory Board Meeting

February 21, 2017 @ 1:00 pm

Location: Cavalier Cove Room

Meeting adjourned, 2:00 pm.