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BOARD of  
DIRECTORS

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

A photograph of a stone sign that reads "SAN SIMEON Welcomes You". The sign is set against a backdrop of a large, spreading tree and a landscape with rolling hills under a clear sky.

## San Simeon Tourism Alliance

### MEETING MINUTES **DRAFT UNTIL APPROVED**

April 18, 2017, 1:00 pm  
Cavalier Cove Room  
250 San Simeon Ave., San Simeon, CA

*The meeting was called to order at 1:03 pm*

#### **WELCOME & INTRODUCTIONS**

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

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

**Guests:**, Mark Hucek - General Manager, Cavalier Resort; Jeanne Haegle - Marketing Director, Cavalier Resort; Lynette Harris, Tim Bridwell and Dave Bauer - Friends of the Elephant Seal (FES); Tim Postiff - Piedras Blancas Light Station Association; Sue Kwasny-Diva Day Spa; Kathleen Naughton - Hearst Ranch Winery, A.J. Fudge - Central Coast Art & Music Festival; Jennifer Porter - Paso Wine Alliance.

**PUBLIC COMMENT(S)** None

**CORRESPONDENCE** None

**APPROVAL OF MINUTES** for March 21, 2017. Paul made the Motion, Ken 2<sup>nd</sup>; All in Favor.

**SLO CBID UPDATE** Cheryl referred to her report indicating a slight drop in TOT for San Simeon for the third quarter of 2016. She highlighted the Shoreline Inn, which sold 160 mid-week packages during Coastal Discovery and Stewardship Celebration. Cheryl also spent time reviewing the new CBID Local Fund Area Guidelines and Application, which require greater focus on achieving the objectives of the CBID in highlighting the area as a tourism destination. The Guidelines will be implemented as of May 1, 2017.

#### **OTHER REPORTS/UPDATES:**

- 1. Visitor Center Report:** Michele reported slight increases in visitation to the Visitor Center for the first quarter of 2017. The Visitor Center continues to serve as an information source for visitors about Highway 1. Michele launched a campaign to solicit volunteers for the Visitor Center office. The beach comber bags have arrived and will be distributed by FES and at the Visitor Center.



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**2. Alliance Partners Report/Update:**

**FES:** Lynette reported that the main Vista Point has been graded and repaved by CalTrans, making parking easier. Elephant seal numbers are approaching their peak as females continue to arrive for the Spring molt.

**PBLS:** Tim Postiff announced that another hike-in days will be scheduled for the last Wednesday of the month through July.

**3. Website & Analytics Scorecard:** Riester's report is attached.

**4. Riester Audit & Search Strategy Update.** No report.

**5. Blendfest Report:** Jennifer's summary showed that the 3-day January event continued to be popular, with 69% of visitors from out of SLO County. The wineries love the event and two more wineries were added this year. There was a slight bias of attendees who stayed in Cambria, likely due to the kick-off event held at the CPL; she hopes to return the event to Hearst Warehouse for 2018.

**6. PR/Marketing Solterra:** Invoice was sent. Michele mentioned that a new representative, Mike Garrett, just took over the San Simeon account and has been in touch.

**7. Cheryl continues to work with Visit SLOCAL and VisitCA to keep messaging positive.** There is still some concern over the CalTrans signs along Highway 1 in Cambria and San Simeon.

**DISCUSSION**

1. **JBS Hotels Tour, April 26<sup>th</sup>:** Mike has received confirmation about the hotels that will be on the tour.

**ACTION ITEMS**

1. **Central Coast Art & Music Grant \$7,500.** AJ Fudge gave a presentation, as described in her grant proposal, for support for an art installation and follow-up of an art piece made from 10,000 plastic bottles. No Action was taken; The Board requested that it be placed on the agenda for next month.

2. **Gateway Signage Funding Addition.** Mike provided a presentation and funding request in the amount not to exceed \$24,999 to cover expenses for a 'change work order' to add boulders, trees and landscape around the sign at the time of installation. Ken made the Motion, Paul 2<sup>nd</sup>, All In Favor. Cheryl indicated that due to the amount requested, the application would need to be approved by the CBID Board.

**Next Advisory Board Meeting: May 16, 2017 @ 1:00 pm**

**Location: Cavalier Cove Room**

*Meeting adjourned, 2:15 pm.*