

BOARD of  
DIRECTORS

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

## San Simeon Tourism Alliance

### MEETING MINUTES

**DRAFT UNTIL APPROVED**

May 16, 2017, 1:00 pm

Cavalier Cove Room

250 San Simeon Ave., San Simeon, CA

*The meeting was called to order at 1:10 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.

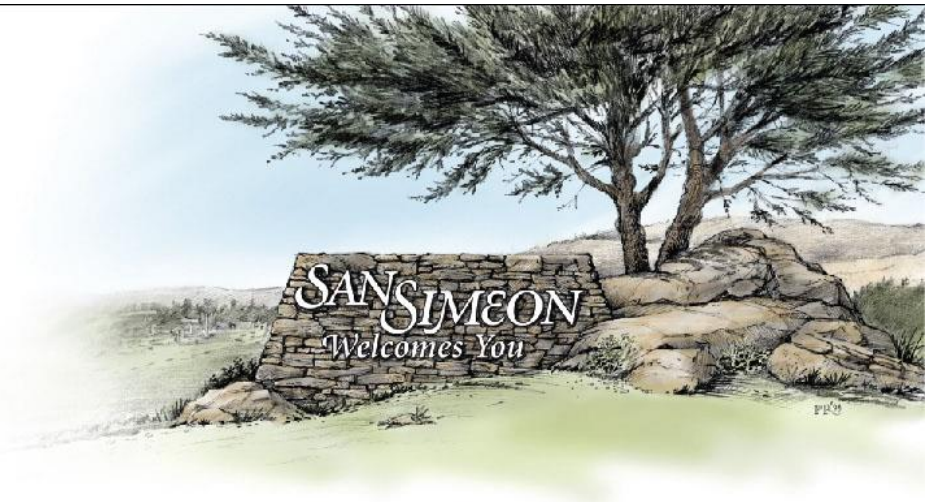
**Guests:** Lynette Harris, Tim Bridwell - Friends of the Elephant Seal (FES); Sue Kwasny-Diva Day Spa; A.J. Fudge - Central Coast Art & Music Festival; Taylor Hilden - Scarecrow Festival; Carolyn Skinder - Monterey Bay National Marine Sanctuary (MBNMS); PJ Webb - MBNMS Sanctuary Advisory Council; Carole and Phil Adams - Piedras Blancas Trail Stewards.

**PUBLIC COMMENT(S)** PJ Webb announced that an MBNMS Sanctuary Advisory council meeting will be held in Cambria on Friday June 16 at the Coast Unified School district Auditorium. The meeting starts at 9:00am.

**CORRESPONDENCE** Cheryl provided financials for April.

**APPROVAL OF MINUTES** for April 18, 2017. Ken made the Motion, Paul 2<sup>nd</sup>; All in Favor.

**SLO CBID UPDATE** Cheryl pointed out the success of the web traffic, with over 800 website sessions per day. San Simeon's destination page receives 158 page view on average per day. Cheryl also referred to the Local Fund Applications summary for 2016-17, which included 8 San Simeon Area Fund projects. In the financial summary, Cheryl noted that with the Highway 1 road closure, there is an expectation that income will be somewhat less than last year.



---

BOARD of  
DIRECTORS

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

**OTHER REPORTS/UPDATES:**

1. **Visitor Center Report:** Visitation continues to be slightly higher than last year. The Visitor Center continues to serve as an information source for visitors about Highway 1. Michele assisted Solterra with development of a San Simeon 2-night giveaway package to encourage awareness and social media participation.
2. **Alliance Partners Report/Update:**

**FES:** Lynette reported that Dave Bauer has stepped down as President of the Board for FES, and she and Tim Bridwell are sharing the role. FES is conducting interviews to hire a new office manager.

**MBNMS:** Carolyn Skinder announced that the Discovery Fair at San Simeon Cove will be held on August 26. SSTA funds will be used to provide canopies for participating organizations.

**Scarecrows:** Taylor Hilden reported that they are hosting Workshop Wednesdays, where people come to the workshop and work on their scarecrows. San Simeon Visitor Center will host a workshop on August 11 or 12.
3. **Website & Analytics Scorecard:** Riester's report is attached.
4. **Riester Audit & Search Strategy Update.** No report.
5. **Blendfest 2018:** Blendfest will be offered February 9-11, 2018.
6. **PR/Marketing Solterra:** The giveaway package has been launched and report is included in packet.
7. **Highway 1 Closure Update.** A press release announced that CalTrans will make its September 30 deadline for having the bridge in place.
8. **Highway Gateway Signage:** Mike announced that there should be news before the end of the week.

**DISCUSSION/ACTION ITEMS**

1. **Central Coast Art & Music Grant \$7,500.** A.J. Fudge gave a presentation and funding request for grant to support the Central Coast Art & Music Festival, with follow up "Unlock Your Adventure" packages in San Simeon. No Action taken.
2. **Boucher Trail Stewards.** Carole Adams gave a presentation about the Boucher Trail. She will work with Michele in developing a list of needs and possibly a grant request.

**Next Advisory Board Meeting: June 20, 2017 @ 1:00 pm**

**Location: Cavalier Cove Room**

*Meeting adjourned, 2:25 pm.*

SAN SIMEON TOURISM ALLIANCE  
250 San Simeon Avenue, Suite 3-A, San Simeon, CA 93452

---