
BOARD of
DIRECTORS

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

San Simeon Tourism Alliance

MEETING MINUTES DRAFT UNTIL APPROVED

June 20, 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: Jeanne Haegle - Marketing Director, Cavalier Resort; Lynette Harris, Tim Bridwell - Friends of the Elephant Seal (FES); Ryan Cooper - Piedras Blancas Light Station; Kathleen Naughton - Hearst Ranch Winery, Katie Sturtevant, CBID Stewardship Travel Program, Maneesh Gupta, Courtesy Inn, Nancy Green, Cambria Center for the Arts (CCAT).

PUBLIC COMMENT(S) Nancy Green, from the Cambria Center for the Arts (CCAT) informed the board of an upcoming SSTA grant request to support funding to promote the Cambria Film Festival, a new event that will be held on the weekend of February 8 – 11, 2018. Cheryl noted that it will be the same weekend as San Simeon's annual *Blendfest on the Coast*.

Jeanne notified the Board that SSTA/Chamber has been invited to have a table at the July 4th event. Michele will coordinate with Jeanne and work with her that day.

CORRESPONDENCE Michele noted that the artist for the Cow Parade sent a note thanking SSTA for its sponsorship. The cow earned \$3,500 for charity. Mike announced that at Hearst Castle, the ticket vendor ReserveAmerica will be replaced by Xerox on August 1.

APPROVAL OF MINUTES for May 16, 2017. Paul made the Motion, Ken 2nd; All in Favor.

SLO CBID UPDATE Cheryl announced that the "roam" campaign netted another 11,000 contacts, bringing the email media list to over 65,000. She affirmed that the CBID, which is on an annual renewal cycle, was approved for renewal for the coming fiscal year. The CBID made a significant contribution to the Beach Towns publication this year, and copies are available. Cheryl supplied a summary of the co-op marketing efforts including SF Gate, Alaska Airlines, and Sunset magazine.



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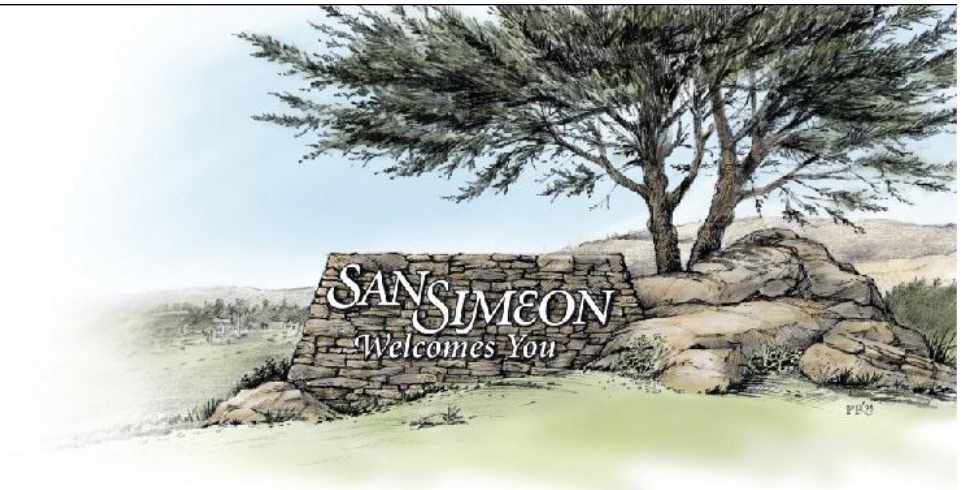
Katie Sturtevant provided an update of the Stewardship Travel Program (STP). The Wildlife viewing tips are very popular. The Whale Trail campaign was also considered a success. Avila Beach launched a Stewardship Travel campaign, with unique artwork, that will be applied to bags, hats and posters. She learned about San Simeon's 'blue bags' and SSTA's partnership with FES to distribute them. Workshops for lodging front desk staff were well received and will be offered again in the coming year. Katie will also be promoting CA Coastal Cleanup Day in September.

OTHER REPORTS/UPDATES:

1. **Visitor Center Report:** Michele reported that the composition of visitors shifted in May, to 60% foreign visitors. Visitation was slightly down from last month, but it is unclear whether that is part of a trend due to the highway or not. The Visitor Center continues to serve as an information source for visitors about Highway 1. Michele will get blue bags out to the PBLs.
2. **Alliance Partners Report/Update:**

PBLs: Ryan announced that hike-in days will be scheduled for the last Wednesday of the month during the summer. He indicated interest in an SSTA grant that would allow PBLs to reach a greater audience.

FES: Lynette reported that the FES office has a new office manager and is now open 7 days a week from 10-2. FES docents offer the blue bags to visitors to the bluff and they are very popular. FES attended the MBNMS Sanctuary Advisory meeting last week, and the Board is working on a membership campaign, including information about Highway 1.
3. **Website & Analytics Scorecard:** Riester's report is attached.
4. **Riester Audit & Search Strategy Update.** No report.
5. Blendfest on the coast is confirmed for the weekend of February 9-11, 2018.
6. PR/Marketing Solterra: Invoice was approved. The San Simeon Giveaway is open until July 3.
7. Highway 1 Closure Update & Discussion. Mike has been meeting with Chambers through the central coast and with VisitCalifornia to form a coalition to speed up the highway repair process. Elected officials are informed and involved. Maneesh expressed concern over loss of revenues and business and how that might impact the community. All lodging owners discussed the concerns. Mike said he would keep us informed about any further developments.
8. The Welcome to San Simeon sign on Highway is nearly completed after 25 years of planning. The sign has been installed and landscaping is underway. Mike wanted to know if there was interest on the board to host a ribbon-cutting ceremony. See Action Item, below.



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**DISCUSSION
ACTION ITEMS**

- 1. Gateway Signage Funding Addition.** Ken proposed allocating up to \$10,000 for a ribbon cutting ceremony, which would include the event, associated publicity, and a possible reception to follow. Ken made the Motion, Paul 2nd, All In Favor.

Next Advisory Board Meeting: July 18, 2017 @ 1:00 pm

Location: Cavalier Cove Room

Meeting adjourned, 2:15 pm.