



**BOARD of
DIRECTORS**

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

AGENDA

June 20, 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. **Riester Audit & Search Strategy Update**
5. **BlendFest Feb 9-11, 2018**
6. **PR/Marketing Solterra, Family Giveaway**
7. **Highway 1 Closure Update & discussion**
8. **Highway Gateway Signage update**

DISCUSSION:

1. **Recap of Stewardship Traveler Program**

ACTION ITEMS

1. **Ribbon Cutting for Gateway Signage**
2. **Action relating to Highway 1**

FUTURE AGENDA ITEMS:

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

Date and Time: July 18, 2017 @ 1:00pm

Location: Cove meeting Room

SAN SIMEON TOURISM ALLIANCE

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