



BOARD of
DIRECTORS

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

San Simeon Tourism Alliance

MEETING MINUTES

DRAFT UNTIL APPROVED

July 18, 2017, 1:00 pm

Cavalier Cove Room

250 San Simeon Ave., San Simeon, CA

The meeting was called to order at 1:08 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: Mike Hanchett Jr, Cavalier Resort; Mark Hucek - Cavalier Resort; Stacy Jacob & Brad Rubin -- Solterra; Tim Bridwell - Friends of the Elephant Seal (FES); Debi & Jim Saunders - Hearst Ranch Winery; Carolyn Skinder -- Monterey Bay National Marine Sanctuary & Coastal Discovery Center; Miguel Sandoval -- San Simeon Lodge and Beach Bar & Grill; Bonny Panchal -- Silver Surf; Taylor Hilden -- Cambria Scarecrows; Nancy Green & Dennis Frahman, Cambria Center for the Arts (CCAT); Alison Dorendt -- Expedia.

ACTION: Board President Mike Hanchett requested approval of revised agenda to add an Action Item of a funding request by the Cambria Film Festival. Paul made the Motion, Ken 2nd, All In Favor.

PUBLIC COMMENT(S) None

CORRESPONDENCE Mike Hanchett commented that he will be submitting the quarterly invoice for Chamber funding to the CBID; he also indicated that Letters of Intent to continue serving on the San Simeon CBID advisory board were submitted by himself (Mike Hanchett Sr) and Paul Panchal.

APPROVAL OF MINUTES for June 20, 2017. Ken made the Motion, Paul 2nd; All in Favor.

SLO CBID UPDATE Cheryl confirmed that the CBID budget was renewed for another year. The marketing contract was also renewed. The HW1DR map has been revised and is being reprinted (about 250,000 copies to be distributed to Welcome Centers). The CBID Board is currently in development of a strategic and operational plan, which Cheryl will share when it is complete. Cheryl pointed out that a new grant application has been developed for funds that are not event-focused. She reminded the Board that there is also a separate County Beautification

SAN SIMEON TOURISM ALLIANCE

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

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and Infrastructure Grant with a total of \$100,000 available per year. The SLOCBID recently became a sponsor of Kind Traveler, which has similar goals as the Stewardship Travel Program. Financial Report as of May 2017: SSTA contributed 21% to the CBID.

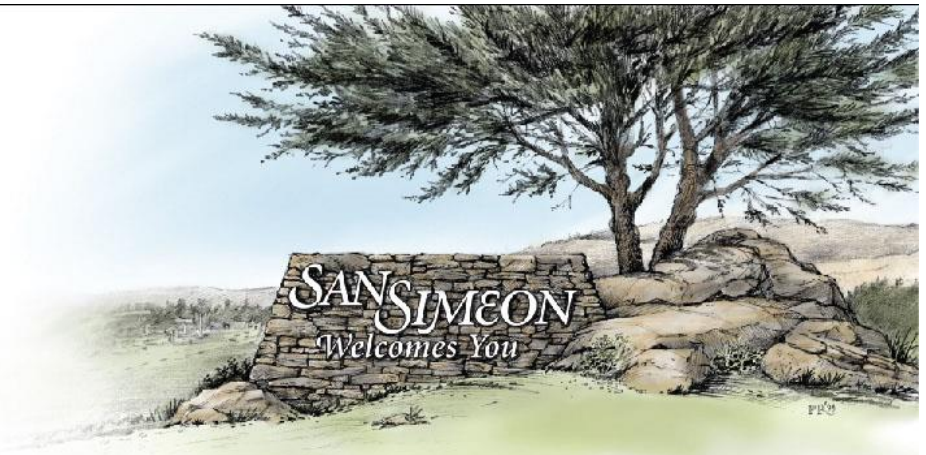
OTHER REPORTS/UPDATES:

- 1. Visitor Center Report:** Michele reported that visitation for June was about the same as for May and also for June of last year. Michele and Jeanne from the Cavalier Resort hosted a table at Cambria's Independence Day celebration. About 60 people signed up for a two-day weekend getaway. Stewardship Travel bags were also distributed.
- 2. Alliance Partners Report/Update:**

FES: Tim reported that the highway closure has affected income. With fewer visitors, donations and sales are down. Also, one-time memberships are down. This has affected the budget for printing the E-Seal newsletter and rack cards. Cheryl suggested that the CBID might consider creating a publicity piece promoting all north coast attractions that would be distributed through Certified Folder. Mike suggested that improvements with the website and SEO could increase the reach for all north coast attractions.

Scarecrows: Taylor said that they are in high production with four scarecrow workshops going this week. She said they are reaching for high quality scarecrows and displays and have support from a lot of volunteers. They are adding weekend highlights to their website, which will go live next week.

Coastal Discovery Center: Carolyn brought flyers for the Discovery Fair, to be held on August 26 from 11-4. The event celebrates the 25th anniversary of the Monterey Bay National Marine Sanctuary, the opening of the new History of Whaling exhibit. Congressman Salud Carbahal will attend.
- 3. Website & Analytics Scorecard:** Riester's report is attached.
- 4. Riester Audit & Search Strategy Update.** Report is on its way.
- 5. PR/Marketing Solterra:** Stacy reported that they are building the social media base through the website and weekend getaway. The winner (Long Beach) and runner up (Watsonville) have been selected and notified.
- 6. Highway 1 Closure Update & Discussion.** Mike reported that he has been communicating with tourism groups in Big Sur, Monterey and San Luis Obispo. He is hoping to form a group for weekly conference calls with updates on the Mud Creek slide. He has reviewed the Coast highway Management Plan, developed in 2004, but pointed out that the Mud Creek slide is larger than any since then. He is reaching out to elected officials and will keep everyone posted.
- 7. Highway Gateway Signage update.** Mike received a tentative estimate of \$14,500 to complete the lettering and landscaping. This fits within the original amount of \$25,000 approved by the SSTA Board. So far, \$10,000 has been paid toward the sign construction. We are waiting a final change order, bid and the completion of work



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before final payment. (We have already voted on up to \$24,999. for this change order) Please note that we have also authorized and voted on up to \$10,000 for the ribbon cutting ceremony and promotion. (Note there are two \$10,000. item, one for the sign construction approved in 2014 and has been paid, and another for the promotion and ribbon ceremony passed in 2017.

DISCUSSION

1. Fall Promotion. Mike would like to maximize efforts between Solterra and Riester. He proposed a workshop in August to develop a plan for managing digital presence. All agreed that Mike should pursue a date and agenda for a workshop in August.

2. Expedia Presentation. Alison Dorendt from Expedia gave a presentation on programs that are available to highlight San Simeon as a destination on Expedia. Cheryl confirmed that Expedia is meeting with the CBID Board this week and there is discussion of co-op marketing proposals for the north coast and Morro Bay. Ken requested that she send them an outline of available options. No Action taken. Further discussion will be considered at the workshop in August.

ACTION ITEMS

- 1. Extend Solterra Contract through end of September.** Motion to extend the Solterra contract as is through the end of September 2017, with a limit of \$7,000. Paul made the Motion, Ken 2nd, All In Favor.
- 2. Cambria Film Festival.** Funding request to approve \$1,500 for marketing and outreach for the first Cambria Film Festival highlighting romance and romantic comedy films. Ken made the Motion, Paul 2nd, All In Favor.

Meeting adjourned: 2:40 pm

Next Advisory Board Meeting: Tuesday, September 19 @ 1:00 pm

No SSTA meeting in August.

Location: Cavalier Cove Room