



BOARD of
DIRECTORS

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

Revised AGENDA

July 18, 2017

1:00pm – 2:30pm

Cavalier Butte Room

250 San Simeon Ave., San Simeon, CA

WELCOME & INTRODUCTIONS

Revised Agenda Approval

(Cambria Film Festival Funding addition carried over from last month and in error left off agenda. With no meeting scheduled for September a request to add it to this agenda.)

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. PR/Marketing Solterra, Family Giveaway
6. Highway 1 Closure Update & discussion
7. Highway Gateway Signage update

DISCUSSION:

1. Ribbon Cutting & Fall Promotion
2. Expedia Presentation

ACTION ITEMS

1. Expedia Marketing
2. Action(s) relating to Highway 1
3. Solterra Contract
4. Expedia Marketing
5. Ribbon Cutting Fall Promotion
6. **Cambria Film Festival Funding Request**

FUTURE AGENDA ITEMS:

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

Date and Time: September 19, 2017 @ 1:00pm

Location: Cove meeting Room

SAN SIMEON TOURISM ALLIANCE

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