



BOARD of  
DIRECTORS

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

# San Simeon Tourism Alliance Special Meeting

MEETING MINUTES  
**DRAFT UNTIL APPROVED**

August 15, 2017  
11:00 am – 2:30 pm  
Cavalier Cove Room  
250 San Simeon Ave., San Simeon, CA

*The meeting was called to order at 11:05 am*

## **WELCOME & INTRODUCTIONS**

**Board Members Present:** Mike Hanchett and Kaushik (Ken) Patel, and Paul Panchal.

**Staff:** Cheryl Cuming, SLO CBID CAO (arrived after the meeting started due to a previous conflict); Michele Roest, Visitor Center Coordinator and Recording Secretary.

**Guests:** Mike Hanchett Jr, Cavalier Resort; Mark Hucek - Cavalier Resort; Stacie Jacob & Brad Rubin -- Solterra; Tim Bridwell & Lynette Harrison - Friends of the Elephant Seal (FES); Parker Panchal, Day's Inn; Manish Gupta, Courtesy Inn; Sue Kwasny, Diva Day Spa; Bob & Evelyn Morales, El Chorlito.

## **PUBLIC COMMENT(S)**

**CORRESPONDENCE** Michele reported that the Scarecrow Festival is coming up and San Simeon will be involved in setting up the signs at each end of town around September 25-26. .

**APPROVAL OF MINUTES** for July 17, 2017. Ken made the Motion, Paul 2<sup>nd</sup>; All in Favor.

**SLOCBID UPDATE:** The CBID update is enclosed in the packet. Cheryl reported that, like last year's campaign, the Rural Road Trip campaign will begin in September highlighting San Simeon. There will be opportunity for SSTA to buy in on some co-op marketing opportunities. Further discussion was extended to next month's meeting.

## **REPORTS/UPDATES:**

- 1. Highway 1 Closure Update.** Mike reported that he was in a meeting with other tourism groups in Big Sur and Monterey. Further meetings have been set for this week and next week. He will provide an update at the September meeting.



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**ACTION ITEMS**

1. **Letter of Intent to Continue Serving – Hanchett and Panchal.** Motion to support continued service of Mike Hanchett Sr and Paul Panchal on the SSTA Board. Ken made the Motion, Paul 2<sup>nd</sup>, All In Favor.
2. **Rural Road Trip Co-Op Campaign** – Action postponed to next meeting, Sept 19.
3. **Solterra Marketing Presentation & Consideration for services September 2017 – June 2018.** Stacie Jacob and Mark Rubin gave a slide presentation for a marketing and website campaign. **ACTION:** Due to the Highway 1 closure, SSTA has determined an emergency situation for lodging businesses. Motion to approve up to \$166,000 as outlined in Solterra’s proposal, as the current marketing firm for San Simeon, pending more detailed description of services and budget analysis. Ken made the Motion, Paul 2<sup>nd</sup>, All In Favor.

**FUTURE AGENDA ITEMS:** CBID’s Rural Road Trips Co-op campaign

*Meeting adjourned: 1:45 pm*

**Next Advisory Board Meeting: Tuesday, September 19 @ 1:00 pm**  
**Location: Cavalier Cove Room**