



BOARD of  
DIRECTORS

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

## San Simeon Tourism Alliance

### MEETING MINUTES

**DRAFT UNTIL APPROVED**

September 19, 2017, 1:45 pm

**Cavalier Cove Room**

**250 San Simeon Ave., San Simeon, CA**

*The meeting was called to order at 1:45 pm*

### WELCOME & INTRODUCTIONS

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

**Staff:** Cheryl Cuming, SLO CBID CAO; Michele Roest, Visitor Center Coordinator and Recording Secretary.

**Guests:** Mike Hanchett Jr, Cavalier Resort; Jeanne Heagele - Cavalier Resort; Stacy Jacob & Brad Rubin -- Solterra; Tim Bridwell & Lynette Harrison - Friends of the Elephant Seal (FES); Carolyn Skinder -- Monterey Bay National Marine Sanctuary & Coastal Discovery Center; Brenna & Mike - Piedras Blancas Light station; Sue Kwasny, Diva Day Spa; Jim Allen, Hearst Castle; Alex Ramirez & Vicotr Nunez, Hearst Castle Theater; Jordan Carson, Visit SLOCAL.

**PUBLIC COMMENT(S)** Carolyn announced that the Ventana Wildlife Society will be having a fundraiser at the Hearst Castle Theater on October 24.

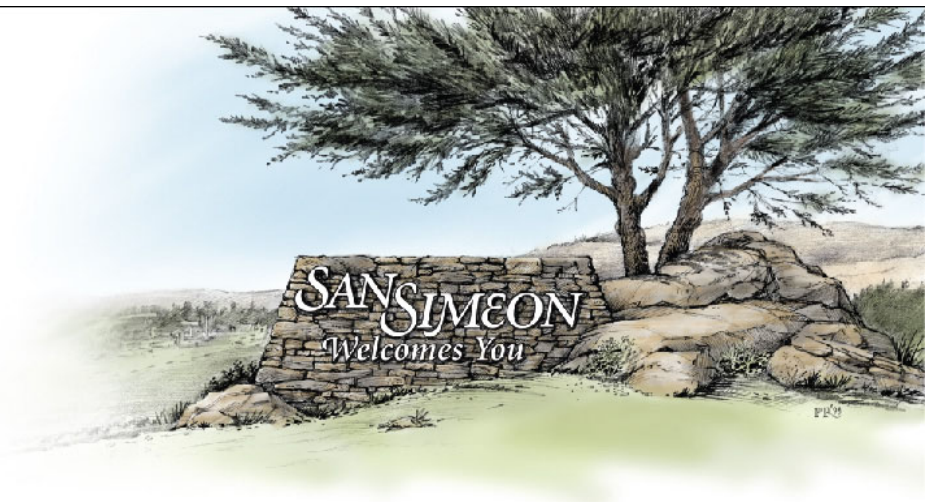
**CORRESPONDENCE** Mike Hanchett acknowledged a Thank You note from Allied Arts for the Grant for the Film Festival. He also included the latest newsletter from Black Diamond UK in the board packet.

**APPROVAL OF MINUTES** for August meeting. Paul made the Motion, Mike 2<sup>nd</sup>; All in Favor.

**SLO CBID UPDATE** Cheryl's CBID summary included description of the LFA rural Road Trip co-op that is proceeding this month for San Simeon. She called attention to the Kind Traveller Program. SLO had become a destination sponsor is receiving promotion from Kind Traveler in magazines and social media. The Stewardship Travel program reported more than 60 stories over the last 4 years.

### **OTHER REPORTS/UPDATES:**

- 1. Visitor Center Report:** Michele reported that visitation for July and August was down due to docent absences. The Scarecrow Festival will begin on September 25-26.



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2. **Alliance Partners Report/Update:**

**FES:** FES is currently training 17 new docents. Visitor counts are down due to the road closure.

**Coastal Discovery Center:** Carolyn reported on the Coastal Discovery Fair on August 26<sup>th</sup>, which celebrated the 25<sup>th</sup> anniversary of the Monterey Bay National Marine Sanctuary, the opening of the new History of Whaling exhibit. The event hosted an estimated 600 people.

**Hearst Castle:** Jim Allen reported that a new reservation system was installed on August 1<sup>st</sup>, replacing ReserveAmerica. Visitation is down about 15% compared to last year, but there is still a good steady stream of visitors.

**PBLs:** Brenna and Mike announced events at the Light House: Hops for the Top on October 14, and Sunset Photo Tours on October 28 and November 4.

**Diva Day Spa:** Sue Kwasny reported a busy summer for Diva with many guests of the Cavalier Inn reserving massage services at Diva.

3. Website Analytics and Scorecard: Included in Board packet.

4. **Highway 1 Closure Update & Discussion.** Mike reported that he has been communicating with tourism groups in Big Sur, Monterey and San Luis Obispo. The Mud Creek slide is reported as the largest slide in CA history. No solid plan has been developed. He will keep everyone posted.

5. **Highway Gateway Signage update.** The sign and landscaping are completed. The final expenses are still coming in but will fit within the approved \$24,999 budget.

6. The ribbon cutting will occur after the ribbon cutting ceremony for the Highway 1 realignment, probably in late October.

7. Solterra Website Presentation: Brad revealed the new look for the San Simeon website. The revision of the website was presented in a slide show with explanations by Brad on improvements to be made, including website redesign, improved SEO, social media, contour building, and email marketing.

**ACTION ITEMS**

1. **Solterra Core Marketing Adjusted Contract.** Contract was adjusted to \$99,600 for 6 months, October 2017 to March 2018. Paul made the Motion, Mike 2<sup>nd</sup>, All In Favor.
2. **Solterra Website Presentation: Motion:** To accept the website revision proposal. Paul made the Motion, Mike 2<sup>nd</sup>, All In Favor.
3. **RFP Preparation:** SSTA will pursue developing an RFP for Website Contractor, to be hired in March 2018. Mike made the Motion, Paul 2<sup>nd</sup>, All In Favor.
4. **Rural Road Trip Co-op:** Funding an “Influencer” visit to San Simeon in January and February that will highlight San Simeon and Cambria, in the amount of \$3,750, contingent on Cambria Tourism Board also approving a match of \$3,750. Paul made the Motion, Mike 2<sup>nd</sup>, All In Favor.



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5. **SLO CAL H1 Co-Op Funding.** Jordan Carson from Visit SLOCAL proposed a Co-Op promotion with Hearst Castle that involves a promoted blog and social media campaign hosted by SLOCAL, promoting San Simeon and Hearst Castle. SSTA will contribute \$1,000 and Hearst Castle will also contribute \$1,000. Paul made the Motion, Mike 2<sup>nd</sup>, All In Favor.
6. **FES Brochure Grant:** \$9,366 for printing of rack cards and Certified distribution for 2 years, printing of “Among Friends” newsletter, and invitations to 20<sup>th</sup> anniversary event, all with Visit San Simeon logo on all print materials. Mike made the Motion, Paul 2<sup>nd</sup>, All In Favor.

*Meeting adjourned: 3:15 pm*

**Next Advisory Board Meeting: Tuesday, October 17 @ 1:00 pm**  
**Location: Cavalier Cove Room**