



BOARD of
DIRECTORS

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

San Simeon Tourism Alliance

MEETING MINUTES

DRAFT UNTIL APPROVED

November 21, 2017, 1:00 pm

Cavalier Cove Room

250 San Simeon Ave., San Simeon, CA

The meeting was called to order at 1:00 pm

WELCOME & INTRODUCTIONS

Board Members Present: Mike Hanchett and Kaushik (Ken) Patel. Paul Panchal was not in attendance (unexcused absence).

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

Guests: Mark Hucek and Jeanne Haegele, Cavalier Resort; Lance Levitt, Cavalier Resort; Stacie Jacob & Brad Rubin, Solterra Strategies; Sue Kwasny, Diva Day Spa; Daniel Brown, Zebra Radio 1700 AM; Chelsea Modlin, Paso Robles Wine Alliance; Kathleen Naughton, Hearst Ranch Winery; Taylor Hilden, Scarecrow Festival; Carolyn Skinder, Monterey Bay National Marine Sanctuary.

PUBLIC COMMENT(S) None

CORRESPONDENCE Mike reported that the San Simeon Chamber of Commerce sent a letter to State Parks regarding the proposed Mitigated Negative Declaration (MND) for the Piedras Blancas Motel property reconstruction.

APPROVAL OF MINUTES for October meeting. Ken made the Motion, Mike 2nd; All in Favor.

SLO CBID UPDATE Cheryl reported that the County's Infrastructure and Beautification Grant (BIG) program funded 11 unincorporated area projects with \$100,000 in funding. Last year, San Simeon received funding from this grant. September's Rural Road Trip Co-Op effort continues to draw attention to San Simeon and Ragged Point. The CBID will be hosting the 5th annual Coastal Discovery and Stewardship Celebration starting January 13th through the end of February. The Hearst Castle Theater will show the Disney film, *Oceans*. Cheryl provided a full page of more than 40 events that will be part of the 6-week celebration.

CBID Financial Update: San Simeon's contribution last month was at about 19%, down from the average of about 21%. Cheryl said the next report will include a quarterly update.

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SOLTERRA CORE MARKETING UPDATE: Stacie reported on the new promo, *Top 10 Reasons to Visit San Simeon This Fall and Winter*. The press release went out Nov 13 via PR Newswire and to Cision on Nov 20. Solterra is adding content to the new San Simeon website, which is nearly ready to launch. Brad indicated that the website will launch this week, and he can make revisions as needed. Brad specifically requested better photos for the website. Mike will give Solterra the photos of the lodging properties taken by Pierre Rademaker. Visit SLOCAL will be photographing San Simeon and Ragged Point properties next week. Solterra provided content for the updated Visit SLOCAL website and for Black Diamond UK Travel.

Gateway Signage: The dedication for the new San Simeon sign is scheduled on the same day as the dedication for the new Cambria sign on Weds, December 13. The Cambria ribbon-cutting will be at 2:00, with San Simeon at 3:00 and a reception to follow at the Cavalier Resort. The date was determined by the availability of Supervisor Bruce Gibson, who will attend. Stacie needs the names and contact information of any special guests to be invited.

OTHER REPORTS/UPDATES:

- 1. Visitor Center Report:** Michele reported that Friends of the Elephant Seal will be hosting an Open House over Thanksgiving weekend and the San Simeon Visitor Center will be open as well 10 – 4, Saturday and Sunday.
- 2. Alliance Partners Report/Update:**

Scarecrows: Taylor said that this was the best year for the scarecrow festival. The official report will come out in January.

MBNMS: Carolyn reported seeing humpback whales in big numbers right now. The Coastal Discovery Center will be open 11-5 all Thanksgiving week (except Thursday). In December, the Discovery Center will host tidepool tours during the low tides.
- 3. Highway 1 Closure Update:** No new information. Mike will be on an 'update' phone call next week.

ACTION ITEMS

- 1. 2018 Blendfest.** Chelsea presented a grant proposal for Blendfest, to be held on the weekend of February 9-11. Hearst Winery has agreed to host the Grand Tasting on Saturday at the warehouse. The event must be a fundraiser for a local cause. Mike made the Motion to approve up to \$7,500 for Blendfest with the suggestion that the Friends of Hearst Castle be the recipient of the fundraiser. Ken 2nd, All In Favor.
- 2. RFP for Marketing Services:** No Action taken.

Meeting adjourned: 2:00 pm

**Next Advisory Board Meeting: Tuesday, January 23, 2018 @ 1:00 pm (No Dec meeting).
Location: Cavalier Cove Room**