



**Board of
Directors**

Michael Hanchett
Paul Panchal

San Simeon Tourism Alliance

MEETING MINUTES
DRAFT UNTIL APPROVED

Jeanne Hucek
Admin Coordinator

A special board meeting of the San Simeon Tourism Alliance was held on **March 7, 2018** at the Cavalier Butte Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:00 PM and was presided over by the President of the Board, Michael Hanchett, with Jeanne Hucek as secretary.

Board Members Present:

Mike Hanchett
Paul Panchal

Board Members Apologies:

Quorum Present (simple majority): No

Staff:

Jeanne Hucek, Visitor Center Coordinator and SSTA Recording Secretary.
Cheryl Cuming, SLO CBID CAO

Guests:

Stacie Jacob, Founder and Chief Strategist, Solterra Strategies; Shawn Kruggel, Director of Creative Strategy for Cubic; Billy Kulkin, President and Managing Partner for Cubic; Brad Rubin Vingage Consulting for Solterra Strategies; Miguel Sandoval, San Simeon Lodge.

WELCOME & INTRODUCTIONS

Michael introduced each of the presenters to the board and provided members a copy of the RFP scoring sheet.

PRESENTATIONS – No Actions

a. Presentation 1:30 PM

CUBIC presented their response to the RFP.

Video presentation which featured their experience in what they felt were similar markets such as:

Pagosa Springs, Colorado (*Refreshingly Authentic Campaign*)

Ulster County, New York (*Seek for Yourself Campaign*)

Martin County, Florida

McCurtain County, Oklahoma (*Get Lost In McCurtain County Campaign*)

Focused on ways that Hwy 1 could become a tourist destination, *Highway One-derful*
Stepped us through their process which includes Geotargeting, and a 5-Day Team
Emersion, talked extensively about their use of focus groups. Explained their
communication aspirations.

b. Presentation 2:30 PM

Soltera Strategies presented their response to the RFP.

Video presentation reviewed the year-over-year performance of the previous contract which continues to generate affordable high quality traffic with a low per lead cost.

Touched on the success of the re-designed eBlast newsletter. Stacie shared their vision for the future of VisitSanSimeonCA.com which includes working with various partners such as Blendfest on sharing click-through opportunities that are achieving 53% open rates. They have plans to expand the *Are You SLO CAL* campaign to include ambassadors. Brad is keen on nurturing leads for future leads. They will continue to work on and earn third party dialog. Stacie's group submitted our destination for consideration to the Sunset Travel Awards.

Meeting adjourned: 3:15 pm

Next Regular Advisory Board Meeting:

Date and Time: March 20, 2018 @ 1:00pm

Location: Cove meeting Room