



# Agenda

## San Simeon Tourism Alliance

### Board of Directors

Paul Panchal  
Miguel Sandoval  
Michael Hanchett

Jeanne Hueck  
*Admin Coordinator*

July 17, 2018

1:00pm – 2:30pm

Cavalier Butte Room

250 San Simeon Ave., San Simeon, CA

### WELCOME & INTRODUCTIONS

### PUBLIC COMMENT(S)

### CORRESPONDENCE

### APPROVAL OF MINUTES

### SLO CBID MONTHLY REPORT

### SOLTERRA CORE MARKETING MONTHLY REPORT – Brad Rubin

### REPORTS/UPDATES:

1. Visitor Center Report – Jeanne Hueck
2. Alliance Partners Reports/Update
3. Highway 1 Opening Update

### DISCUSSION:

1. Marketing Options

### ACTION ITEMS:

1. Funding Consideration for H1 Co-Op
2. Beach Cleanup Bag Reproduction
3. Christmas Buses to Cambria Pines Lodge
4. Electronic Messaging Sign
5. Castle Christmas Tours
6. Cambria Film Festival

### FUTURE AGENDA ITEMS:

Next Regular Advisory Board Meeting (Normal Meeting, 3<sup>rd</sup> Tuesday of the month)

Date and Time: Aug 21, 2018 @ 1:00pm