



**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Jeanne Hucek
Admin Coordinator

San Simeon Tourism Alliance

MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **February 19, 2019** at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:04 PM and was presided over by the President of the Board, Michael Hanchett, with Jeanne Hucek as secretary.

Board Members Present:

Mike Hanchett
Miguel Sandoval
Paul Panchal

Quorum Present (simple majority): Yes

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

Guests:

Jim Bahringer, Cambria Tourism Board Chair; Tim Bridwell, Friends of the Elephant Seal (FES); John Ehlers, Adjutant American Legion Post 432; Mark Hucek, and Jeanne Haegele, Cavalier Oceanfront Resort; Jill Jackson, CTB MA; Stacie Jacob & Alyssa Krichevsky, Solterra Strategies; Greg Pacheco, Moonstone Cottages; Parker Panchal, Days Inn San Simeon; Amedeo Polito, and Aaron Linn, Erocia California; Debi Saunders, Hearst Ranch Winery; Carolyn Skinder, MBNMS and Coastal Discover Center;

WELCOME & INTRODUCTIONS

PUBLIC COMMENT(S) CORRESPONDENCE

Michael went over board terms, Miguel Sandoval's appointment ends in July 2019 with all others July of 2020.

APPROVAL OF MINUTES

A motion to approve the minutes of the previous meeting held on February 19, 2019 was made by Paul Panchal and seconded by Miguel Sandoval, all were in favor.

SLO CIBD MONTHLY REPORT – Cheryl Cuming

LFA News & Info

Cheryl highlighted the plans for the Coastal Discovery Celebration (January 12 – February 28, 2019). This year's Disney Nature movie event at the theatre at Hearst Castle has not been well attended. They are getting some lift from their new media strategy as evidenced by the website traffic numbers - 33,046 sessions for the month.

The AirBnB monies have been reflected as Income and shown as a separate line item of the financials for San Simeon. The AirBnB collections are not that significant for our region but at least they have been brought forward and will now be reported as part of the overall BID assessment collection numbers.

Cheryl provided the board with a recap of each Local Fund Area.

2018 Total LFA Application Funding: \$1,630,462

2018 Total LFA Applications: 40

Total funding since inception: \$6,505,761

Total projects since inception: 489

Tools & Promotions

Cheryl introduced the new Field of Light installation by well-known artist, Bruce Munroin which is expected to open this spring at Sensorio, an elaborate 380-acre garden and art attraction formerly known as Discovery Gardens. Stacie commented on Ken Hunter, the co-owner as well as the location and various improvements which have been made to screen views of the highway.

Finances

Cheryl reported that San Simeon contributed 17.4% of the overall assessment for January.

Michael noted that there's \$216,665.33 of available unencumbered funds.

SOLTERRA CORE MARKETING MONTHLY REPORT – Stacie Jacob

Monthly Newsletter

Stacie reported that two additional eBlasts went out in January and February.

We have over 6000 subscribers and our campaigns enjoy above average open rates. She also remarked about the strength of our lead generation, we have a list of very leads that she feels are well qualified as a result of the interesting content we deliver and get good engagement from.

Media

The Solterra team working in collaboration with their partners at the county, the CBID and Visit California are getting great results. Since January San Simeon has been mentioned in 11 articles and KSBY recently featured the Elephant Seals in a lead story. The most recent Visit California submission was surrounding the Best Camping.

Central Coast Tourism Map

Solterra, on behalf of San Simeon has secured a photo feature advertisement in the 2019 map at a cost of \$1500.

Refresh and re-print of San Simeon/Ragged Point Loop Map

The Solterra team has received several quotes for printing and is working with the designer on the required updates, Stacie should have something for the board to review soon. In addition, Solterra is using some available funds to get Media Business Card re-printed.

Solterra attended a recent meeting held by the CBID to solicit feedback from the LFAs on 12 available offerings they have designed to aid in Promoting the region.

Working with Cycle Central Coast, a Cambria initiative as well as AMGEN and Eroica on a variety of projects to improve San Simeon's cycling presence.

REPORTS/UPDATES:

1. Visitor Center Report – Jeanne Hucek
 - a. Promotional Items for FAMs & PR – Michael Hanchett reaching out to Pierre Raddemaker to try and secure line drawings from the bus wrap project.
 - b. Hosted Chinese FAM for Visit California and Visit SLO CAL on January 16, 2019.
 - c. Coffee with Michael Wambolt – SLO CAL to offer Yield Mgmt Workshops
 - d. North Coast Photos from Josh – shots/video/drone
 - e. LFAs entertained 12 CBID offerings
 - f. Working with Stacie's team to increase our cycling presence.
 - g. Coastal Connections Speaker Series
 - h. Event Feed on our Website
 - i. Cambria Art & Wine Festival
 - j. Cambria Film Festival
 - k. Upcoming Events

2. Alliance Partners Reports/Updates

FES:

The Rookery was featured on the front page of the Los Angeles Times. The beach is very crowded with Elephant Seals as they have seen the birthing and breeding season expand to include sub-adult males on the beaches to the north and south of the rookery. They are working on solutions for this year and the years to come. Tim will be going to Point Reyes to see how they are handling the Elephant Seal invasion into public areas.

MBNMS and Coastal Discover Center:

Carolyn thanked Jeanne and the Friends of the Elephant Seals for accommodating the programming that she had scheduled but could not accommodate due to the recent Government shutdown. She talked about the four elements to solving the human seal conflict. 1. Social Media 2. Enforcement 3. Education/Interpretation 4. Trail Maintenance.

She was surprised to find a young male on Moonstone beach. She is working with Cal Poly marketing students to create a campaign to turn social media responses around so that anyone posting behavior that is not good for the wildlife will feel public pressure (shame) to hopefully change public perception.

Harbor Seal pupping begins in March and she will be offering tide pooling in areas away from that activity.

3. Eroica California Bike Ride – Amedeo Polito

Amedeo reported that he has had good feedback on the announcement of the new venue for the ride this year. They are having challenges defining the route for the short ride, the one they have so far does not include enough gravel trails. They had hoped that Hearst Ranch would allow them to ride on their property but that is not an option. There are 145 riders currently registered for that course.

To date they have 700 riders who have completed registration with a goal of 1500. They will be launching a new promotion very close to the event, about 30 days prior. Since registration opened they have had 30,000 users. They have retained a marketing firm in Los Angeles to shoot video and pictures which they intend to use to promote the event via a Facebook campaign. They are getting interest from riders in Camping destinations.

Amedeo offered to send out a post event questionnaire to get feedback on lodging. He is very open to posting anything that we share with them and he will add and reciprocate the UTM code. He also offered to allow hotels the opportunity to advertise that they will put ride bags in guest rooms, saving them the trouble of waiting in long lines.

In association with the ride, the tourism department in Tuscany will be offering a one-day workshop to 110 different tour operators to talk about booking Tuscany. He will be looking to secure meeting space and make the arrangements for this event.

The group needs the following staff accommodations:

Nome	Arrival	Departure	# People	Type of Accomodation
Eroica Film Crew	1-Apr	14-Apr	5	House
Journalists	5-Apr	8-Apr	11	House/Hotel
Alberto Gnoli	5-Apr	8-Apr	1	Hotel
Andrea Meneghelli	3-Apr	8-Apr	1	Hotel
Nicola Rosin	3-Apr	8-Apr	1	Hotel
Christian Cappelletto	1-Apr	14-Apr	5	House
Amedeo Polito	28-Mar	16-Apr	1	House

DISCUSSION:

1. Highway 1 Update – Limekiln Creek Bridge Replacement
Michael will be sending out more information about this in the coming days, he plans to get together a meeting with Cal Trans to update us on this project as well as the plans for repairs to Paul's Slide.
2. Highway 1 Fencing
The Services District missed the deadline for the BIG grant. The Chamber paid for the environmental study to get things going. Michael has asked Pierre Raddemaker to draw a sketch of the proposed fence.

ACTION ITEMS:

4th of July Support American Legion – John Ehler

John spoke to the Legions desire to celebrate America's birthday with 4th of July fireworks. In response to their applications to Cambria, San Simeon and the CBID County boards last year the group received multiple recommendations to secure future funding elsewhere for 2019. As a result, they have employed an advertising campaign expert to help them start a Go Fund Me page as well as start a direct mail piece.

John invited Jim Bahringer, a fellow Legion member and a CTB Marketing Committee member to offer his comments. Jim shared that the American Legion submitted a funding application to Cambria for \$4000 in funding and the Marketing Committee approved it with the understanding that 2019 will be the last year they will support as that should allow ample time for the American Legion to gain sponsors.

Paul Panchal asked John for an accounting of their finances which John provided sharing that the group is looking to San Simeon to match the support they received from Cambria and fund \$4000.

A motion to approve \$4000 of funding to the American Legion for 4th of July fireworks was made by Miguel Sandoval and seconded by Paul Panchal, all were in favor.

Eroica California Bike Ride

Cheryl reminded the board that the previously approved funds had been placed on a stop payment at the board's request and she would require their approval to release the funding to Eroica.

Michael Hanchett asked Jim Bahringer as the CTB Chair if Cambria is comfortable releasing funds. Jim indicated that they support release of the funds.

A motion to release the previously approved funding to Eroica for the April Bicycle Ride was made by Miguel Sandoval and seconded by Paul Panchal, all were in favor.

Amgen Tour-May

No action is needed at this time.

San Simeon Chamber Admin/VC Contract 2019

A motion to approve \$43,650 of funding to support the San Simeon Chamber Administration and Visitor Center for 2019 was made by Paul Panchal and seconded by Miguel Sandoval, all were in favor.

FUTURE AGENDA ITEMS:

Meeting adjourned: 2:38 pm

**Next Regular Advisory Board Meeting:
Date and Time: March 19, 2018 @ 1:00pm
Location: Cove meeting Room**