



**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 **March 19, 2019** at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:01 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:**

Cam Arnold, Friends of the Elephant Seal (FES); Ryan Cooper, Piedras Blancas Light Station; Dennis Frahman, Cambria Scarecrow Festival, Cambria Center for the Arts and Cambria Film Festival; Alyssa Krichevsky, Solterra Strategies; Debi Saunders, Hearst Ranch Winery; Paulla Ufferheide, Cambria Scarecrow Festival.

### **WELCOME & INTRODUCTIONS**

### **PUBLIC COMMENT(S)** **CORRESPONDENCE**

Cheryl confirmed that the January 2019 budget spreadsheets provided on March 1st reflects the CBID reconciled Air B&B Assessments. Furthermore, the County formula errors have been fixed and we are advised to adjust our Income for LFA BID Assessment Collection Local Fund line item to accurately reflect what is contained on the January financials. YTD Air B&B assessments for San Simeon and Ragged Point totaled \$218.07. Going forward they will be reported as part of the overall BID assessment collection numbers.

## **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

### Website & Social Media Activity

Cheryl noted that the Hwy1 Discovery Route website experienced the most sessions for one month with a whopping 48,999 visitors. The new Bid Bunch continues to produce with (14) media placements and one media visit as they chip away at their Top 50 List. She shared that the Ragged Point page saw good traffic in February with 2,825 page views.

### Tools & Promotions

Cheryl reported on the recent “All Agency Meeting” where participants considered the LFA imperative on assistance programs and narrowed the field of 12 opportunities to the top four. These programs are designed to create a more aligned, resource focused region. Based on interest from the group, the first four programs to be rolled out are:

- SEM Program
- Exterior Lodging Property Photos
- Google My Business DMO Partnership
- CrowdRiff UGC platform

Cheryl spent a few minutes highlighting the new consolidated Bid Bunch Report calling attention to the success that they have had with paid media – 88,000 clicks to date, 17 million impressions with an investment of \$117,759. In addition to their exposure they have added 5,500 new users.

Cheryl reviewed some of the tools that they are using in their partnership with Visit SLO CAL to reach potential visitors, and align relationships. She touched on Hilary and Katie’s YTD figures for earned media - 43 features, 24 journalists, 3 media receptions and 2 FAMs.

Finally, Cheryl provided an overview of the CBID Organizational structure noting what the Bid Bunch has brought to the group.

### Finances

Michael noted that there’s \$178,680.53 of available unencumbered funds after the remaining two years of Solterra contract is considered. He provided an explanation of the figures shown in red text on the Funds Available report. These numbers were changed by the County after their audit and differ from what was provided on the monthly reports. In addition, there was also a stop payment for the funding on the Eroica California grant that got adjusted and is also shown in red text.

## **SOLTERRA CORE MARKETING MONTHLY REPORT** – Alyssa Krichevsky

### Monthly Newsletter

Alyssa reported that the monthly newsletter campaigns continue to enjoy above average open rates and is delivered to our 6,000+ subscribers. She shared plans to update the hero page images quarterly to go along with the quarterly themes that have been established.

### Media

The Solterra team in collaboration with their partners at the county, have spurred 19 articles and press hits for the San Simeon as a destination. They added several of the CBID videos to the site and Elephant Seals, Kayaking and Ragged Point are getting good engagement. The website has been live for one year and they continue to “polish the diamond”. Solterra, has started the process of implementing the CrowdRiff API - a visual marketing platform.

### Central Coast Tourism Map

Solterra is providing details to CCT on the spring activities in San Simeon.

### Collateral

The Media Business Card re-print is expected to arrive on March 25, 2019.

## **REPORTS/UPDATES:**

1. Visitor Center Report – Jeanne Hucek
  - a. Jeanne reviewed the February visitation results, while the month closed 6.6% ahead of 2018, it fell short of the 2017 target of 532 visitors. She noted that Hwy 1 was closed 12 days during the month as a result of the rainy weather we experienced in San Simeon, which perhaps explains the 93 person short fall. She also noted that the number of visitors from China during the February Chinese New Year Holiday was down from previous years.
  - b. The Visitor Center has welcomed yet another new volunteer! The additional manpower will make it possible for us to offer and support more programming.
  - c. Jeanne thanked the partner organizations for their continued engagement and shared a specific example of Jodie Nelson’s recent support in preparing for a Wildflower article for the newsletter.
  
2. Alliance Partners Reports/Updates

### **FES:** Cam Arnold

Most of the adults have left the beach and headed north on their migration. The Rookery continues to be busy and the school group team is seeing a good flow of students.

### **Piedras Blancas Light Station:** Ryan Cooper

Ryan and his team have been very busy, feeling the effects of being off for an extended time during the government shut down. On April 28<sup>th</sup> PBLS will host “Meet the Scientist

Day” for local volunteers and support staff. They are also working with Harmony Cellars and the 927 Brewery on a tasting event to raise money in early October.

Jeanne asked Ryan to share his recent experience with Eroica. Ryan explained that he was surprised to see an advertisement for a rest stop at the light station advertised as part of the 35 mile Eroica ride given that they had not discussed these plans with him. Arrangements were made for a meeting with Eric Benson, a representative from Eroica, and Aaron Linn. During that meeting Ryan explained the fees for using the grounds for events, stating that they would expect a donation of \$1,500 to the Lighthouse Assn. Eroica balked and in the end, the two parties have agreed to a \$500 fee for 2019 with the understanding that future years comply with the normal fee scale.

3. Eroica California Bike Ride

Jeanne shared that we have provided all requested information to the Eroica folks, the link to VisitSanSimeonCA.com is up on their website and we are waiting for a response from them about the possibility of hosting the Tuscany tour meeting.

4. Cambria Film Festival: Dennis Frahman

Dennis shared that the festival was a success, attendance grew 36% and attendees of the festival rated it 4.5 on a 5.0 point scale. Approximately one third of all attendees were from outside the area. They estimate that there were 78 paid room nights generated by the event.

According to Dennis, the overnight stays to four key segments, (21) pre-sold hotel passes as part of hotel packaging, (7) rooms related to their sponsors utilizing event packaging, (11) rooms purchased by filmmakers and judges and (39) rooms were attributed to on-line purchasing of passes. Looking forward, the festival has plans to re-work their offering via participating hotels as some attendees surveyed reported securing rooms at better rates than what was being offered as part of a package. The festival has interest in determining more effective ways to track booked hotel nights.

In advance of the SSTA meeting Dennis was asked to be prepared to explain the limitations for use of the addresses provided, specifically where he stated that "no request was made to gain permission from the purchasers to use these for follow-on mailings".

During the meeting Dennis explained that he included the clarification based on questions from the marketing agency for the CTB following the delivery of addresses for the Scarecrow Festival about whether participants gave explicit permission to share with groups beyond the Festival. For the purposes of the Film Festival report he sought to be clear about the addresses provided. The mechanism of gathering the emails did not ask any questions regarding sharing with other marketing agencies or provide a mechanism to opt out of follow-on mailings. Cheryl was present at the meeting that Dennis referred to and agreed that the county could provide support as to best practices for handling this requirement. In the meantime, Cheryl suggested a short term solution. The Film Festival could send out an email to the event participants providing a link for folks to opt-in to the

San Simeon and/or the Cambria eblast. Dennis, asked Cheryl if she would loop back to the marketing agencies to confirm their agreement with this approach.

5. Cambria Wine & Art Festival – To present report at May 21, 2019 meeting.

## **DISCUSSION:**

1. Highway 1 Update – Limekiln Creek Bridge Replacement  
Michael reported that the previously scheduled meeting for February 26, 2019 was cancelled due to inclement weather. 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  
No updates or actions at this time.
3. Light Station – Cambria Light  
Ryan reported that all Fresnel Lenses belong to the Coast Guard and are subsequently loaned to various interest group. PBLs recently learned that the Lions Club is uninterested or not able to support the lens in the manner that is called for by the Coast Guard, they also admit that it has nothing to do with their mission. PBLs, their non-profit and the Lions Club are exploring what happens to the lens from here. It seems clear that the BLM will assume responsibility for the asset which was recently valued at three million dollars.

Some of the ideas that are being discussed include:

- Displaying the lens at Hearst Castle
- Displaying the lens at the Light Station, however they do not have a building that will fit the lens so one would need to be established.
- Leaving the lens on display but raising funds to retro fit the current glass structure to meet the Coast Guard requirements.

Once they identify all of the possible opportunities, they would like to have a community meeting to get an idea of what the public would like to see happen.

Michael asked what the pitfalls are of moving the glass structure that surrounds the lens along with the lens. Ryan indicated that this option had not yet been addressed but that he had a meeting scheduled to discuss possibilities with Dan Falat, District Superintendent California State Parks. Michael suggested that it belongs along the Heritage Trail, in the location where it came from so it's there for our ancestors to enjoy.

## **ACTION ITEMS:**

**Cambria Scarecrow Festival 2019:** Paulla Ufferheide

Paulla gave an update as to the workshops being offered in 2019 as well as shared an idea to bring the “Day of the Dead” crows to San Simeon for 2019. She outlined the many benefits the festival continues to bring to the area and appealed to the board to grant the 2019 funding request.

As a condition of the funding CSF has agreed to survey visitors on each weekend (Friday-Sunday) in October. The surveys will ask visitors where they are staying as well as attain the zip code of residence and email address. CSF will share all collected data with SSTA. Following the event the board requires that a post report be provided and presented at a SSTA meeting.

A motion to approve \$4,500 of funding to support the Cambria Scarecrow Festival for 2019 was made by Miguel Sandoval and seconded by Paul Panchal, all were in favor. Cheryl indicated that this would be brought to the CBID board in April when she presents the Cambria LFA support.

**Amgen Tour-May**

No action is needed at this time.

There was a brief update from Cheryl on her efforts to secure a venue for the Race of Gentlemen. Cheryl appealed to the audience for help getting a meeting together with the Hearst Ranch folks.

**FUTURE AGENDA ITEMS:**

*Meeting adjourned: 1:58 pm*

**Next Regular Advisory Board Meeting:  
Date and Time: April 16, 2018 @ 1:00pm  
Location: Cove meeting Room**