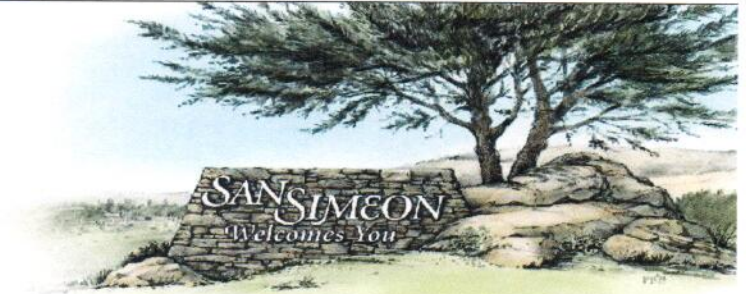


**Board of
Directors**

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
*Acting Recording
Secretary*



Simeon Tourism Alliance
MEETING MINUTES DRAFT UNTIL APPROVED

A board meeting of the San Simeon Tourism Alliance was held on **June 22, 2021**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452. It was called to order at 1:05 PM presided over by the President of the Board, Michael Hanchett.

Board Members Present:

Mike Hanchett
Miguel Sandoval
Paul Panchal

Members and Guests Present:

Cheryl Cuming, SLOCBID; Alyssa Krichevsky and Lauren Ralston from Solterra Strategies; Michelle Roest with Monterey Bay Sanctuary and Katie Sturtevant, Stewardship Travel Program.

PUBLIC COMMENT(S)

None

CORRESPONDENCE

Michael Hanchett reported that: Jennifer Bravo had emailed yesterday requesting support for Blendfest scheduled, for February 24-27, 2022. Michael made a motion to add it to this agenda as action item #5, it was seconded by Miguel Sandoval, and it passed unanimously.

APPROVAL OF MINUTES

A motion to approve the minutes of the previous SSTA meeting of February 16, 2021 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed unanimously.

SLO CBID MONTHLY REPORT – Cheryl Cuming

Local Fund Summary for May 2021 was presented, and it was noted that the SLOCBID website traffic continues to grow with 58,045 users up 174% year over year. Cheryl further reported that the SLOCBID renewal was again approved, and that the Marketing Team's contracts (19 in

number) were renewed for an additional two years. She also noted that the work with Google had resulted in a level 8 and it was easier and more productive working with them now.

Cheryl reported that the revenues for SS/RP were 13.68% of the total collections and that year to date at April 21 revenues were up.

SOLTERRA CORE MARKETING MONTHLY REPORT

Alyssa and Lauren from Solterra Team presented the 1st Quarter 2021, 2nd Quarter 2021 and Third Quarter Marketing and PR Plans.

1. 1st Quarter included an Email Drip Campaign including Scenic Coastal Highway 1, Season of Coastal Discovery, wildlife viewing, road trip, etc.
2. 2nd Quarter included: Unique lodging mix, hiking, wind and water sports, dog-friendly activities, and road trips.
3. 3rd Quarter will focus on San Simeon is open, Unique lodging mix, hiking restaurants, dog-friendly activities, road trips, Elephant Seals, and Piedras Blancas Light Station Tours.
4. Alyssa and Lauren continued by providing information on public relations partnership programs and an opportunity for next year with Cycle Central Coast. They finished with an annual recap, social media review, and a presentation on the website.
5. The final question to the Board related to the continuation of Covid standards and the attention paid to them. The Board directed them to move on and for now eliminate the time spent and devoted to the status of the area about it.

STEWARDSHIP TRAVEL REPORT

Katie Sturtevant presented a summary and update on ways to continue to intergrade STP in our region. Sustainable Travel is productive and beneficial to our area and Katie summarized some of the recent items that have been implemented to promote our area. These included Coastal Discovery, Trail Maps, Insider's Guide to Wildlife Viewing, Beaches Along Highway 1 Guide, etc.

Future projects include Travel for Good & Fun Itineraries for each region, Back to Nature Tours & self-guided tours.

She concluded with a discussion of Google Stories, Paradis Publication, and a PR update.

ALLIANCE PARTNERS REPORTS/UPDATES:

1. Michael Hanchett spoke about the Castle closure and the expectation that an update from the State Parks should be provided within the next week or two.
2. Michelle Roest provided an update on the Discovery Center and Monterey Bay Sanctuary. She was pleased to announce that the docents are back on the job at the

elephant seal observation site. In addition, she communicated information about the walking tour, scavenger hunt, and GIS (Get in Sanctuary Program).

DISCUSSION:

1. Discussion ensued about the meetings for July and August. It was agreed they would be canceled, and Michael confirmed with Cheryl that he would post the cancellation notice.
2. Eroica California 2021 was discussed, and the Board suggested that the best date provide would be Sept 17-19, 2021. If it could be scheduled later, it would be our preference.

ACTION ITEMS:

1. A motion made by Miguel Sandoval and seconded by Paul Panchal that the board approved the reappointment of the three Board Members for another term. Motion passed unanimously.
2. After discussion the Board approved the 2021-22 Budget on a motion by Paul Panchal and seconded by Miguel Sandoval, passed unanimously.
3. There was no action taken regarding Eroica Calif event as the funding was already in place and no additional actions were required.
4. Miguel Sandoval placed a motion on the floor to approve the partnership with Cycle the Central Coast. He moved that item #1 for \$14,500. be approved and it was seconded by Paul Panchal. The motion passed unanimously.
5. Michael Hanchett moved that the Board approve funding for Blendfest scheduled for next February 2022. He requested \$10,000. of support subject to the approval of the SLOBID matching funds of \$2,500. costs to the LAF would be a net of \$7,500. The motion was seconded by Miguel Sandoval and passed unanimously.

FUTURE AGENDA ITEMS:

1. It was requested that Insider's Guide to Wildlife Viewing be added to the next meeting's agenda.

No further business, Meeting adjourned at 2:20pm.

Next Meeting Scheduled for September 21, 2021 @ 1pm Cavalier Butte Meeting Room

Respectfully,

Barbara J Hanchett