

BOARD of
DIRECTORS

Paul Panchal
Michael R. Hanchett
Kaushik Patel
DeeDee Ricci
Recording Secretary

San Simeon Tourism Alliance

MEETING MINUTES

DRAFT UNTIL APPROVED

November 17, 2105

1:00pm – 2:30pm

Cavalier Cove Room

250 San Simeon Ave., San Simeon, CA

The meeting was called to order at 1:05 pm

WELCOME & INTRODUCTIONS

Board Members Present: Mike Hanchett, Ken Patel and Paul Panchal.

Staff: Cheryl Cuming, SLO CBID CAO; Michele Roest, Visitor Center Coordinator and Recording Secretary.

Guests: Chuck Davison, Visit San Luis Obispo County; Di Strachan, Stewardship Travel Program; Debi Saunders, Hearst Ranch Winery; Linda Finley, Cambria Tourism Board; Taylor Hilden, Scarecrow Festival

PUBLIC COMMENT(S) None

CORRESPONDENCE None

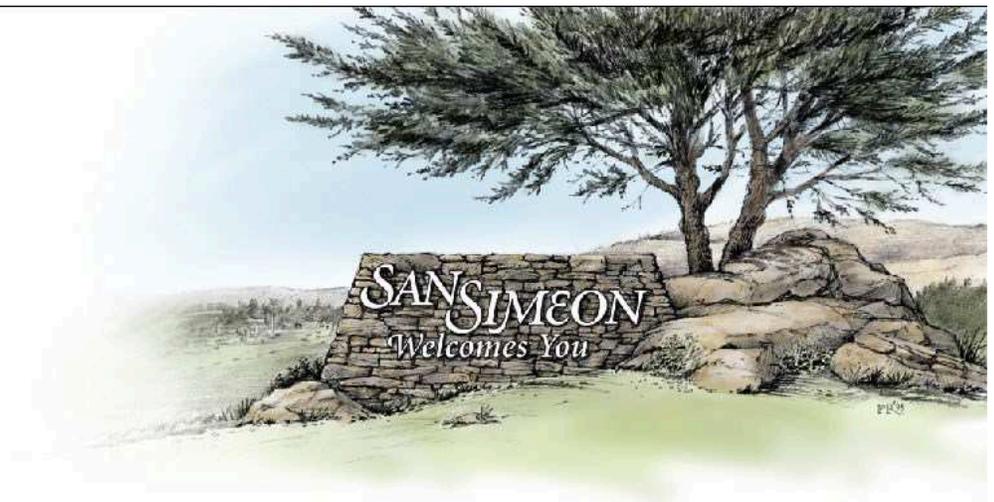
APPROVAL OF MINUTES Paul made the Motion to approve, Ken 2nd, All In Favor.

SLO CBID UPDATE Cheryl Cuming provided the local fund summary which included the most recent TOT figures, showing San Simeon reporting a year-over-year increase of 12.4% for 2014-2015. Cheryl provided a summary of the upcoming Coastal Discovery and Stewardship month, January 15 – February 29, 2016. The Saturday night film will be *Pelican Dreams*, highlighting stewardship, conservation and wildness. There are over 35 proposed events and activities scheduled during the 6-week shoulder season promotion. The CBID is sponsoring 6 whale trail signs along the coast of SLO County to be installed by January 15.

Di Strachan joined in Cheryl's presentation with a preview of the Stewardship Travel Program for 2016. She said the program is broadening its message to include heritage and history, wildlife viewing, water conservation, and interactions with local residents. The association of Outdoor Writers of California (OWAC) will be meeting in Morro Bay in the fall of 2016, and Di will be a presenter at that meeting.

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OTHER REPORTS/UPDATES:

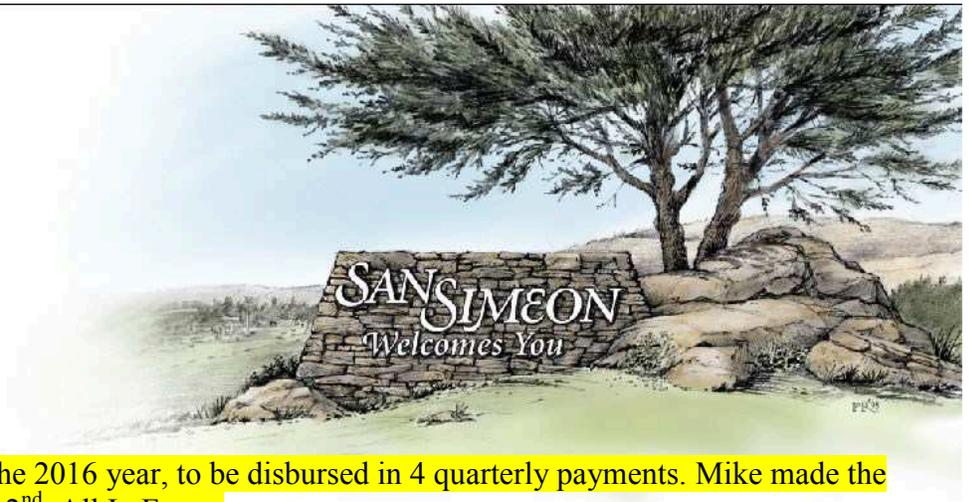
- 1. Visitor Center Report:** Michele reported that visitation to the San Simeon Visitor Center in October was about the same as last year, just under 900 visitors for the month. Michele will meet with Di Strachan in December to discuss Stewardship Travel opportunities. Friends of the Elephant Seal has soft-launched its new website, which was funded in part by SSTA.
- 2. Alliance Partners Report/Update:** Taylor Hilden reported that attendance to the Scarecrow Festival was down this year. A full report will be provided in January.
- 3. Website & Analytics Scorecard:** Mike reported that the membership page is up on the VisitSanSimeonCA website. The membership campaign is now ready to launch.
- 4. 2016 Blendfest Update:** Cheryl reported that the CBID Board approved \$5,000 for *Blendfest*, which takes San Simeon's and Cambria's commitment down to \$5,000 each as well. Cheryl said the CBID Board is very supportive of the event.
- 5. Cow Parade:** Cheryl is waiting for one more community to approve expenditures, then she will submit the entire package to the CBID Board for approval.
- 6. Road Closure Alert Feed:** Mike said it is almost done.
- 7. San Simeon Lodging Property Photos:** Nothing new to report. Photographer has not been scheduled.

PRESENTATION

Chuck Davison, President and CEO of Visit San Luis Obispo County, gave a presentation of the goals of the newly formed Tourism Marketing District. These include outreach campaigns targeted at the Bay Area, southern CA and the Central Valley, as well as out of state markets in Las Vegas, Phoenix and Seattle. A Crisis Response Plan is being developed (the need for this highlighted by the recent crisis in Paris). Brown Act training will be offered free on November 30. Chuck invited all communities to check their own profiles on the profile page.

ACTION ITEMS

- 1. Printing of San Simeon Visitor Guide for marketing.** Mike provided a mock-up of the new visitor guide. The quote for 10,000 copies is \$2,167.51. Paul made the Motion, Ken 2nd, All In Favor.
- 2. San Simeon Visitor Center and Admin Support for 2016.** The final invoice for 2015 was submitted to Cheryl. The Motion was to approve funding in the amount of



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\$43,650 for the 2016 year, to be disbursed in 4 quarterly payments. Mike made the Motion, Paul 2nd, All In Favor.

- 3. Approval of 2016 Trade Show Schedule.** Millie Matz has submitted her schedule for 2016, with a budget of \$28,977. Paul made the Motion, Ken 2nd, All In Favor.

FUTURE AGENDA ITEMS: *No December Meeting*

Meeting Adjourned, 2:07 pm.

Next Advisory Board Meeting (3rd Tuesday of the month)

Date and Time: January 19, 2016 @ 1:00pm

Location: Cavalier Cove Room