



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

## San Simeon Tourism Alliance

MEETING MINUTES  
DRAFT UNTIL APPROVED

May 24, 2016, 1:00pm  
Cavalier Cove Room  
250 San Simeon Ave., San Simeon, CA

*The meeting was called to order at 1:15 pm*

### WELCOME & INTRODUCTIONS

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

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

**Guests** Taylor Hilden and Michele Sherman, Cambria Scarecrows; Linda Parker Sanpei, Cow Parade

**PUBLIC COMMENT(S)** Cheryl requested input on the next *Blendfest* date. It was agreed that it will be Martin Luther King weekend, January 13-15, 2017. Jennifer will follow up with details.

**CORRESPONDENCE** the SSCSD is designing a path upgrade to the ocean. Mike has requested that they ask for a quote to expand the proposal to include the Ca Coastal Trail to the south, and a possible class one bikeway to the camp ground at San Simeon Creek. Information to follow.

**APPROVAL OF MINUTES** Minutes for April 19, 2016: Ken made the Motion, Paul 2<sup>nd</sup>, All in Favor.

**SLO CBID UPDATE** Cheryl highlighted new YOY figures from 2012 to 2015. San Simeon increased bed tax revenues 5.4% in 2012/13, 12.7% in 2013/14 and 12.4% in 2014/15. Cheryl released the CBID's Wildlife Viewing Tips as part of Stewardship Travel. These can be used in a variety of ways by the individual BID's.

### **OTHER REPORTS/UPDATES:**

1. **Visitor Center Report:** Michele reported that the annual membership for lodging and restaurants will begin in June, and other businesses will be added to the campaign this year.

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2. **Alliance Partners Report/Update:** Taylor described new changes to the Scarecrows website. A scarecrow making workshop is offered June 15, from 10-3. Taylor pointed out the options for getting a scarecrow for your business:
  - 1) Have a staff person or friend make a scarecrow
  - 2) Hire a high school student at \$75.00 (these are almost booked out). Call Taylor to make a reservation at 909-9000.
  - 3) Hire a scarecrow-creator to make a custom scarecrow. Contacts are listed below:  
Beth Hartman: 203-5141  
Tom Laycook: 927-1891  
Bill Sheppard: 203-5141  
Sara Blair Field: 927-3132  
Phil Hauser: 927-3778
3. **Website & Analytics Scorecard:** The scorecard is in the board packet. There is a steady increase in visitation to the website. Overall visits are up.
4. **Marketing Meeting, San Simeon, May 19.** The San Simeon Chamber invited Millie Matz to give a presentation to San Simeon lodging properties to encourage international travel and tour groups. Six motel properties participated.

### DISCUSSION

**Cow Parade, Linda Parker Sanpei.** So far, 60 cows have been reserved, with a goal of 101 cows. Historically, the cow parade raised tourism by about 25%. Mike invited a Motion to purchase another cow; no Motion was made.

### ACTION ITEMS

1. **Cow Parade Artist & Placement.** The place that the Board had requested the Cow be placed was denied by the Hearst Ranch.
2. **Kaushik Patel's Board Term.** Ken submitted his letter to renew his position as Director on the SSTA Board. Mike made the Motion in support, Paul 2<sup>nd</sup>, Ken abstained. The Motion passed.
3. **Website hosting and Analytics for 2<sup>nd</sup> half of 2016.** A Motion was made to continue to engage Reister for this service at the fee of \$1,920.00 for the remainder of the year (July – Dec). Ken made the Motion, Paul, 2<sup>nd</sup>, All In Favor.
4. **Elephant Seal Grant.** Dave was unable to make the meeting so the vote was postponed to next month.



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**Schedule for Next Advisory Board Meetings (Note Changes:**

**Location: Cavalier Cove Room, Time: 1:00 pm**

**June 24, 2016**

**No July Meeting**

**August 16, 2016**

*Meeting adjourned, 1:55 pm.*