



CANCELLATION NOTICE

San Simeon Tourism Alliance Meeting of July 21, 2026

The Board of Directors has directed the cancellation of the July 21 2026, meeting as past seasonal practice.

Solterra Strategies continues to execute our marketing plan syncing with Visit SLO Cal and H1TA efforts.

Note attached is the July 2026 Fund Summary for your review. We are also forwarding the June tax collections and marketing report for your review.

SSTA's next meeting is scheduled for August 14, 2026, unless actions require our attention at a special meeting sooner.

**The San Simeon Tourism Alliance Board
(Normal Meeting, 3rd Tuesday of the month)
Next Scheduled SSTA Advisory Board Meeting
Is scheduled for Aug 14, 2026 @ 1:00pm
Location: Cavalier Plaza Cove Meeting Room**