

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, January 16, 2024 – 3:00 pm
MEETING LOCATION: BEST WESTERN PLUS BLACK OAK, ACORN ROOM
1135 24th St, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/86383443231?pwd=UUlpZStRVFZMU0FTYzRINDRXM04zUT09>
Meeting ID: 863 8344 3231 Passcode: 484156
Call-In Phone Number: (669) 900-6833

CALL TO ORDER **A. VILICANA**

1. Roll Call

PUBLIC COMMENT **A. VILICANA**

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS **A. VILICANA**

CONSENT AGENDA (Action) **S. JACOB**

3. Meeting Minutes from Executive Committee Meetings on December 13, 2023 and January 10, 2024
4. Meeting Minutes from Board of Directors Meeting on November 14, 2023
5. Travel Paso November and December Marketing Reports
6. Travel Paso November and December Media Reports
7. October and November Business Intelligence Reports
8. October and November STR Reports
9. October TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
12. November Winery Business Intelligence Report

NEW BUSINESS, UPDATES & DISCUSSIONS **A. VILICANA/S. JACOB**

Reference January Board of Directors Meeting Deck

Presentations

13. SLO County Family-Friendly Workplaces – Assessment and Award Program – Presentation from Christina Latner, SLO Chamber of Commerce at January meeting.

General Business

14. Month End Financial Reports
 - a. November 30, 2023 **(Action)**
 - b. December 31, 2023 **(Action)**
15. Travel Paso Audit for FY 22-23 **(Action)**
16. Travel Paso Annual Report Submitted to the City

Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem

17. Hospitality and Tourism Awards Program
 - a. Nominations Open: January 15, 2024 – March 31, 2024
18. Tourism Round-Up 2024 Update – May 23, 2024 – Save the date

Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives

19. Stadium Contracts Executed
 - a. San Jose Earthquakes – September 1, 2024 Renewal Deadline for Year 2
 - b. San Jose Sharks – May 1, 2024 Renewal Deadline for Year 2

- 20. Update on Savor Paso Marketing Campaign
 - a. San Jose Sharks – January 20, 2024
 - b. Savor Paso in San Jose (PayPal Park) – June 13, 2024
- 21. Fall Travel Trade Shows
 - a. Re-Cap of CAL SAE – December 12-13, 2023

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 22. Collaborations with PRWCA
 - a. Credit Balance
 - b. Annual Membership Dues + Podcast Sponsorship
 - c. Annual Dinner – February 8, 2024
- 23. City of Paso Robles
 - a. General Updates
 - i. Downtown Parking - \$1 per hour fee adopted by City Council
 - b. Re-Cap of Holidays in the Park and New Year’s Eve Concert
- 24. Community Updates
 - a. Visit SLO CAL Board – V. Popp

New Business:

- 25. Discuss Paso Robles Welcome Sign and Tourism Communications Proposal

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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- Website Review & Updates

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – March 19, 2024 at 3pm – Location TBD

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.