

Tuesday, January 17, 2023 – 3:00 pm
HYBRID MEETING

Video Conference Option:

<https://us02web.zoom.us/j/88243266182?pwd=eWVXQmFXUHpzNjRaODVEYk5NUTM0QT09>

Meeting ID: 882 4326 6182 Passcode: 123798

Call-In Phone Number: (669) 900-6833

In-Person Meeting Location: Executive Board Room, West Wing of the Grand Ballroom at the Paso Robles Inn,
1103 Spring Street, Paso Robles, CA 93446

CALL TO ORDER

A. VILICANA

1. Roll Call

RENEW AB 361 (Action Required)

A. VILICANA

2. Consider [Resolution 23-002](#) Invoking Use of Remote Teleconferencing Under the Provision of AB 361

PUBLIC COMMENT

A. VILICANA

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILICANA

- Margaret Johnson retirement announcement

CONSENT AGENDA (Action Required)

S. JACOB

4. Meeting Minutes from Executive Committee Meeting on January 11, 2023
5. Meeting Minutes from Board of Directors Meeting on November 15, 2022
6. Travel Paso November and December Marketing Reports
7. Travel Paso November and December Media Reports
8. September and October Business Intelligence Report
9. October and November STR Reports
10. October and November COVID-19 Recovery Tracker
11. September and October TOT by Segment Reports (Visit SLO CAL)
12. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
13. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

A. VILICANA/S. JACOB

Reference January Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates
15. Community Updates
 - a. Visit SLO CAL – V. Popp
 - b. PRWCA – Annual Dinner – February 2
 - c. PR Chamber – Annual Dinner – February 11

Imperative #1: Actively Lead the Tourism Community in Paso Robles

16. Mid-Week, Group and Corporate Travel Initiatives
 - a. Corporate Meeting Planner FAM – March 22-24, 2023
 - i. Paso in a Box Webinar – January 12, 2023 at 11am

- ii. Itinerary Review
 - 1. Destination Showcase: March 23 – Open to all hospitality partners

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

- 17. Update on PRTID – Contract w/City of Paso Robles Approved by Council on Dec. 20, 2022
- 18. TOT 1% Increase Notice – Effective February 1, 2023
- 19. Review November and December 2022 Financials **(Action)**
- 20. Investment strategy – Seeking a financial planner
- 21. Approve Final Audit Report for FY 2021/22 **(Action)**
- 22. Approve Strategic Plan 2023 – 2025 **(Action)**
- 23. Review RFPs for Organizational Management, Marketing/Branding, SEO, Public/Media Relations **(Action)**
 - a. Contract Period: July 1, 2023 – June 30, 2026
 - b. Define Timeline and Process

Imperative #3: Define, Develop and Steward the Paso Robles Brand

- 24. Advertising/Media Plan
 - a. January – June 2023
- 25. Sponsorships – Earthquakes 2023 Contract Renewed
 - a. June 15 – Onsite Event in Collaboration with PRWCA

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – March 21, 2023 at 3pm

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.