

**Tuesday, January 20, 2026 – 3:00 pm**  
**MEETING LOCATION: Paso Robles & Templeton Chamber of Commerce and Visitor Center,**  
**Conference Room**  
**1314 Spring Street, Paso Robles, CA 93446**

Video Conference Option for Public Participation Only:  
<https://us02web.zoom.us/j/88021341502?pwd=hGkBRBapdPYJahub0igkxqfuArtWla.1>  
Meeting ID: 880 2134 1502 Passcode: 517229  
Call-In Phone Number: (669) 900-6833

<b>CALL TO ORDER</b>	<b>A. MCKEE</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>A. MCKEE</b>
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2. Public Comment

<b>ANNOUNCEMENTS</b>	<b>A. MCKEE</b>
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- Save-the-Date: Tourism Round Up – May 7, 2026

<b>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
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3. Meeting Minutes from Board of Directors Meeting on November 18, 2025
4. Meeting Minutes from Executive Committee Meeting on January 15, 2026
5. Travel Paso November and December Marketing Reports
6. Travel Paso November and December Media Reports
7. November Community Performance Report (Visit SLO CAL)
8. November STR Report (Visit SLO CAL)
9. October, November, and December STR Reports
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. October TOT by Segment Report (Visit SLO CAL)
13. November Wine Sales Summary (Visit SLO CAL)

<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>A. MCKEE/S. JACOB</b>
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*Reference January Board of Directors Meeting Deck*

Presentations

14. 2026 Partnership Opportunities + Sponsorship Proposal – Joel Peterson, PRWCA
15. 2026 Partnership Opportunities + Sponsorship Proposal – Manuel Barba, Vina Robles Amphitheatre

General Business

16. Travel Paso Board
  - a. Board Member Resignations
  - b. Board Member Appointments due to Resignations **(Action)**
  - c. Appoint FY 2026-27 Nominating Committee for Elections **(Action)**
17. Authorize the Executive Committee and President/CEO as signatories on the Travel Paso checking account and update the bank signature card **(Action)**
18. Financial Reports **(Action)**
  - a. November 2025 Month End
  - b. December 2025 Month End
19. Update on Procurement Process + Timeline for Consultant Contracts – Organizational Management, Public Relations, Brand Marketing, Digital Strategy
  - a. Requests for Proposals due January 30, 2026 by 5pm

- b. Award Contracts at February 17, 2026 Board Meeting

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

- 20. City of Paso Robles 2025 Business Climate Survey Report
- 21. Visit SLO CAL Visitor Profile Study

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

- 22. Let's Go to Paso Media Campaign
  - a. Re-Cap of July – December 2025
  - b. Preview January – June 2026
- 23. 2026 Tourism & Hospitality Awards
  - a. Call for Nominations – Open January 6, 2026 – March 6, 2026
  - b. Discuss Distinguished Leader Award **(Action)**
- 24. Update on Cherry Bombe Farmer's & Makers + California Grown – 2026 Event in Paso Robles
  - a. Site visits with Cherry Bombe, California Grown, + California Agritourism Summit – January 21-22, 2026.

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 25. PRWCA 2026 Sponsorship Proposal **(Action)**
- 26. CA Mid-State Fair 2026 Sponsorship Proposal/Agreement **(Action)**
- 27. Vina Robles Sponsorship Proposal **(Action)**
- 28. City of Paso Robles
  - a. General Updates
  - b. Supplemental Sales Tax Oversight Committee – Nominations due January 29, 2026 **(Action)**
- 29. Community Updates
  - a. Visit SLO CAL
    - i. Board – V. Popp
    - ii. General Updates
  - b. PRWCA
    - i. Board Updates – V. Popp
    - ii. General Updates
- 30. Collaboration Meeting – February 19, 2026 at 10:30am – Travel Paso, PRWCA, Chamber, + City of Paso Robles

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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**ADJOURN**

**NEXT MEETING: Wednesday, February 17, 2026 at 3pm at Best Western Black Oak**

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.