

Tuesday, January 21, 2025 – 3:00 pm
MEETING LOCATION: Paso Robles Inn – Ballroom
1103 Spring Street, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/84200910939?pwd=OEYO7g6jo2sUm6NKYvMa3ZCakcMhI.C.1>
Meeting ID: 842 0091 0939 Passcode: 930513
Call-In Phone Number: (669) 900-6833

CALL TO ORDER	A. VILICANA
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1. Roll Call

PUBLIC COMMENT	A. VILICANA
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2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	A. VILICANA
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<u>CONSENT AGENDA</u> (Action)	S. JACOB
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3. Meeting Minutes from Board of Directors Meeting on November 19, 2024
4. Meeting Minutes from Executive Committee Meeting on January 15, 2025
5. Travel Paso November and December Marketing Reports
6. Travel Paso November and December Media Reports
7. October and November Community Performance Reports (Visit SLO CAL)
8. October, November, and December STR Reports
9. TOT Summary and TOT by Lodging Category Report (City of Paso Robles)
10. November Wine Sales Report (Visit SLO CAL)

NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA/S. JACOB
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Reference January Board of Directors Meeting Deck

Presentations:

11. 2025 Partnership & Funding Request – Joel Peterson and Krista Smith, PRWCA

General Business

12. Month End Financial Reports (Action)
 - a. November 30, 2024
 - b. December 31, 2024
13. Review Draft Audit for FY 23-24 (Action)
14. Review Annual Report for FY 23-24 (Action)

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

15. Tourism Economics Studies in Collaboration with Visit SLO CAL
 - a. Discuss Lodging Forecast Report and Follow Up Meeting with Tourism Economics
 - b. 2024 Economic Impact Study Underway

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

16. Social Media and Content Creation Plan – Lutes Digital Media
 - a. Results of Pilot Program w/Alchemist Garden and Hope Family Wines
 - b. Partner Integration Plan and Budget for 2025
17. 2025 Savor Paso Event – June 27, 2025 at SAP Center

18. 2025 Savor Paso Media Campaign
 - a. Revised Budget for Media Spends – Sojern
19. 2025 Tourism & Hospitality Awards
 - a. Call for Nominations – Open January 8, 2025 – March 7, 2025
 - b. Finalize Judges – January 15, 2025
 - c. Discuss Distinguished Leader Award – Board Selects. [Link to Nomination Form](#)
20. Update on 2025 Tourism Round Up – May 8, 2025
 - a. Venue – Paso Robles Inn
 - b. Keynote Speaker – Chris Thornberg, Beacon Economics
 - c. Event Planner RFQ
21. Scholarship Fund Update

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

22. 2025 PRWCA Sponsorship Agreement **(Action)**
23. CA Mid-State Fair 2025 Sponsorship Agreement **(Action)**
24. City of Paso Robles
 - a. General Updates
25. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. Sweet Art Fundraiser to Support Studios on the Park – February 11, 2025 at 3pm at Sensorio

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: March 18, 2025 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.