



**Tuesday, February 17, 2026 – 3:00 pm**  
**MEETING LOCATION: Best Western Plus Black Oak, Conference Room**  
**1135 24th Street, Paso Robles, CA 93446**

Teleconference Participation - Alternate Location: Director Walton will participate remotely from 49er Village, 18265 CA-49, Plymouth, CA 95669.

Options for Public Participation:

<https://us02web.zoom.us/j/84455030397?pwd=7kl7at4vg9kN2TYJl1WOzkHMrsP6rb.1>

Meeting ID: 844 5503 0397      Passcode: 956736

Dial: (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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3. Travel Paso – 2026 Distinguished Leader Award Recipients

<b>NEW BUSINESS, UPDATES, &amp; DISCUSSIONS</b>	<b>A. MCKEE</b>
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General Business

4. **Review of RFP Responses and Possible Award of Consultant Contracts**

The Board will review and discuss proposals received in response to Requests for Proposals (RFPs) issued for Organizational Management, Brand Marketing, Public Relations, and Digital Strategy & Digital Media Management services, and may award contracts to selected consultants for the period July 1, 2026 – June 30, 2029.

- a. Organizational Management **(Action)**
- b. Brand Marketing **(Action)**
- c. Public Relations **(Action)**
- d. Digital Strategy & Digital Media Management **(Action)**

**ADJOURN**

**NEXT MEETING: Wednesday, March 18, 2026 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.