

**Tuesday, March 18, 2025 – 3:00 pm**  
**MEETING LOCATION: Paso Robles Wine Country Alliance, Conference Room**  
**1314 Spring Street, Paso Robles, CA 93446**

Video Conference Option for Public Participation Only:  
<https://us02web.zoom.us/j/83953215983?pwd=5DGNMgKKegUlKWfzUcAYXPqHjrB5E2.1>  
Meeting ID: 839 5321 5983 Passcode: 228985  
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 Board of Directors Meeting on January 21, 2025
4. Meeting Minutes from Executive Committee Meeting on February 19, 2025
5. Travel Paso January and February Marketing Reports
6. Travel Paso January and February Media Reports
7. January Community Performance Report (Visit SLO CAL)
8. January STR Report
9. TOT Summary (City of Paso Robles)
10. TOT by Lodging Category Report (City of Paso Robles)
11. TOT by Segment Report (Visit SLO CAL)
12. January Wine Sales Report (Visit SLO CAL)

**NEW BUSINESS, UPDATES & DISCUSSIONS**

**A. VILICANA/S. JACOB**

*Reference March Board of Directors Meeting Deck*

**New Business**

13. Consider Letter for Support for The Landing (Action)
14. Consider Letter of Support for July 4<sup>th</sup> Fireworks (Action)

**General Business**

15. Month End Financial Reports (Action)
  - a. December 31, 2024 – Accrual Basis
  - b. February 28, 2025 – Cash Basis

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

16. Economic Impact Studies
  - a. Economic Impact Study in Collaboration with Visit SLO CAL – expected late March 2025
  - b. The City of Paso Robles: Economic, Fiscal, and Social Impact of Tourism – Beacon Economics
  - c. Discuss Communication Plan

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

17. Update on 2025 Savor Paso Event Location – June 27, 2025
18. Update on 2025 Savor Paso Media Campaign
19. 2025 Tourism & Hospitality Awards - Select Distinguished Leader Award Recipients (Action)

- a. Cris Cherry
- b. Ken & Bobbi Hunter
- c. Margaret Johnson
- 20. Update on 2025 Tourism Round Up – May 8, 2025
  - a. Review Budget and Set Ticket Price
  - b. Program / Run of Show
- 21. Update on Travel Paso Scholarship Fund – Application Period is Closed

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 22. Re-Cap of 2025 Hospitality and Tourism Bootcamp - March 10-12, 2025
- 23. City of Paso Robles
  - a. General Updates
  - b. Travel Paso Annual Report Presented to City Council on February 18, 2025
- 24. Community Updates
  - a. Visit SLO CAL Board – V. Popp
  - b. Ribbon Cutting for Chamber Visitor Center – April 9, 2025

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

**NEXT MEETING: April 15, 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.