

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, March 19, 2024 – 3:00 pm
MEETING LOCATION: BEST WESTERN PLUS BLACK OAK, ACORN ROOM
1135 24th St, Paso Robles, CA 93446

Alternate Location:

Director Pullan will be participating remotely from KSL Resorts, 18575 Jamboree Road, Suite 500, Irvine, CA 92612.

Video Conference Option for Public Participation Only:

<https://us02web.zoom.us/j/89743165983?pwd=UE1UeXNJY21zZkh1M1VseGxIZ09pQT09>

Meeting ID: 897 4316 5983 Passcode: 421984

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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CONSENT AGENDA (Action)	S. JACOB
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3. Meeting Minutes from Executive Committee Meeting on February 14, 2024
4. Meeting Minutes from Board of Directors Meeting on January 16, 2024
5. Travel Paso January and February Marketing Reports
6. Travel Paso January and February Media Reports
7. December and January Business Intelligence Report
8. December and January STR Reports
9. November TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

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

Presentation

12. Website Strategy and User Experience – Brad Rubin, Vingage Consulting

General Business

13. Month End Financial Reports
 - a. January 31, 2024 (Action)
 - b. February 28, 2024 (Action)
 - c. Accrual-based Financials (July – December 2023) (Action)
14. Travel Paso Audit for FY 22-23 (Action)
15. Travel Paso Annual Report for FY 22-23 Presented at City Council on February 6, 2024

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

16. Hospitality and Tourism Awards Program
 - a. Nominations Open: January 15, 2024 – March 31, 2024
 - b. Discuss Criteria/Candidates for Distinguished Leader Award (Action)
17. Tourism Round-Up 2024 Update – May 23, 2024

- 18. SLO Partners – In partnership with PRWCA and Travel Paso
 - a. Hospitality Bootcamp
 - i. Hospitality 101 Bootcamp – April 30
 - ii. Virtual Resume & Interview Building Skills Workshop – May 2
 - iii. Hospitality Job Fair in Paso Robles – May 9, 2024, 4-6pm, Oxford Suites – May 9

- 19. PRHS Career Day – April 9, 2024, 11am – 1:45pm

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

- 20. Update on Savor Campaign

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 21. Consider Main Quad Sponsorship Opportunity for 2024 California Mid-State Fair **(Action)**
- 22. Collaborations with PRWCA
 - a. Visit CA Poppy Awards Finalist, Best Strategic Partnership Destination Category
 - b. Savor Paso in San Jose (PayPal Park) – June 13, 2024
- 23. City of Paso Robles
 - a. Future of Road Repairs in Paso Robles – Presentation
 - i. Ty Lewis, City Manager
 - ii. Chris Huot, Assistant City Manager
 - iii. Freda Berman, Public Works Director
 - b. Appoint Representative for the Supplemental Sales Tax Oversight Committee **(Action)**
 - c. General Updates
- 24. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - i. Board Appointment **(Action)**
 - b. Visit SLO CAL Welcome Program – Alyssa Manno
 - c. Paso Robles Chamber of Commerce 2024 Gala – March 23, 2024

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

**NEXT MEETING: April 16, 2024 at 3pm
Best Western Black Oak, Acorn Room**

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.