

Thursday, March 19, 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

CALL TO ORDER

A. MCKEE

1. Roll Call

PUBLIC COMMENT

A. MCKEE

2. Public Comment

ANNOUNCEMENTS

A. MCKEE

- Save-the-Date: California Mid-State Fair Annual Awards Celebration – March 27, 2026 at 5:30pm

CONSENT AGENDA (Action)

S. JACOB

3. Meeting Minutes from Board of Directors Meetings on January 20, 2026 and February 17, 2026
4. Meeting Minutes from Executive Committee Meeting on February 11, 2026 and March 13, 2026
5. Travel Paso January and February 2026 Marketing Reports
6. Travel Paso January and February 2026 Media Reports
7. January 2026 Community Performance Report (Visit SLO CAL)
8. January 2026 STR Report
9. TOT Summary (City of Paso Robles)
10. TOT by Lodging Category Report (City of Paso Robles)
11. December 2025 TOT by Segment Report (Visit SLO CAL)
12. January 2026 Wine Sales Summary (Visit SLO CAL)
13. SLO Community Foundation – Scholarship Letter
14. 2026 Brown Act Revisions

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference March Board of Directors Meeting Deck

General Business

15. Financial Reports **(Action)**
 - a. January 2026 Month End (Cash Basis)
 - b. February 2026 Month End (Cash Basis)
 - c. December 2025 Month End (Accrual Basis)
16. Update on Investment Account
17. Travel Paso Board Recruitment
 - a. Four Directors with Terms Expiring 06/30/26
 - b. Update from FY 2026-27 Nominating Committee
18. Update on Procurement Process + Timeline for Consultant Contract
 - a. Organizational Management – Move to Contract
 - b. Public Relations – Move to Contract
 - c. Brand Marketing
 - d. Digital Strategy

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

- 19. Economic Impact Analysis – Visit SLO CAL
- 20. July 4th Community Celebration Kick-Off Meeting – April 1, 2026

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

- 21. Update on Let’s Go to Paso Media Campaign
 - a. Visit SLO CAL / World Cup
 - i. Visit CA – Filming in Paso Robles – February 25, 2026
 - ii. CCTC Content Creator FAM
 - iii. Visit CA – Volkswagen April FAM – April 9-10, 2026
 - iv. Sojern Advertising with Visit SLO CAL
 - v. Visit SLO CAL – TBD
- 22. 2026 Tourism & Hospitality Awards
 - a. Call for Nominations is Now Closed – Updates on Next Steps
 - b. Communication with Distinguished Leader Award Recipients
- 23. 2026 Tourism Round Up – May 7, 2026 at the Paso Robles Inn, 11:30am-5:30pm
 - a. Speaker + Content Updates
 - b. [Tickets on Sale Now](#)
- 24. Update on Group Sales Efforts
 - a. WeCon 2026 – Pasadena – Paso Robles Seminar (proposal) – May 8, 2026
 - b. MPI Southern CA Chapter Board Meeting in Paso – May 18-19, 2026
 - a. 2027 WeCon Proposal
 - c. Cherry Bombe + Cal Grown + California Agritourism Summit – September 25-27, 2026

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 25. Vina Robles Sponsorship Proposal **(Action)**
- 26. City of Paso Robles
 - a. General Updates
- 27. Community Updates
 - a. Visit SLO CAL
 - a. Board – V. Popp
 - b. General Updates
 - b. PRWCA
 - a. Wine Fest 2026
 - b. Board Updates – V. Popp
 - c. General Updates
- 28. Re-Cap of Visit CA Outlook Forum & Poppy Awards – March 10-12, 2026
- 29. Re-Cap of Collaboration Meeting – February 19, 2026 at 10:30am – Travel Paso, PRWCA, Chamber, + City of Paso Robles
 - a. Next Meeting – May 28, 2026 at 10am

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

NEXT MEETING: Wednesday, April 21, 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.