

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, March 21, 2023 – 3:00 pm
MEETING LOCATION: OXFORD SUITES, ALMENDRA BOARD ROOM
800 4th St, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/88243266182?pwd=eWVXQmFXUHpzNjRaODVEYk5NUTM0QT09>
Meeting ID: 882 4326 6182 Passcode: 123798
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 Required) **S. JACOB**

3. Meeting Minutes from Executive Committee Meeting on March 10, 2023
4. Meeting Minutes from Board of Directors Meeting on January 17, 2023
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, January, and February STR Reports
9. December and January COVID-19 Recovery Tracker
10. November and December TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
13. January Wine Business Intelligence Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required) **A. VILICANA/S. JACOB**

Reference March Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles
 - a. General Updates
 - b. Sponsorship Request for July 4th Celebration – Freda Berman, City of Paso Robles **(Action)**
 - c. Updates:
 - i. Travel Paso Presentation to City Council on February 21, 2023
 - ii. Conflicting Event Dates – May 20 – Main Street + PRWCA Events
 - iii. Golden Spike Project Support
 - iv. Consider Letter from Travel Paso Opposing the Proposed Changes to the Fire Hazard Severity Zones (FHSZ) in the State Responsibility Area **(Action)**
15. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. Visit SLO CAL Advocacy Efforts for Increase in State Employee Per Diem Rates
 - i. Letter of Support from Travel Paso and Outreach to Other Industry Partners
 - c. Re-Cap of Visit SLO CAL Marketing Retreat – March 14, 2023

Imperative #1: Actively Lead the Tourism Community in Paso Robles

16. Mid-Week, Group and Corporate Travel Initiatives
 - a. Corporate Meeting Planner FAM – March 22-24, 2023

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

17. Review January and February 2023 Financials **(Action)**
18. Review RFP Responses Received – Contract Period is July 1, 2023 – June 30, 2026
 - a. Organizational Management **(Action)**
 - b. Public Relations **(Action)**
 - c. Brand Marketing – Move to April
 - d. Media Procurement and Digital Strategy – Move to April
19. Discuss Travel Paso Financial Accounts **(Action)**
 - a. Consider Proposal from One Wealth Management, Anne Crabbe
 - i. Investment Goals, Strategy, and Options
 - ii. CD Strategy
 - b. Review Pacific Premier + American Riviera Bank Options
 - i. Insured Cash Sweep Account
 - ii. CD Options

Imperative #3: Define, Develop and Steward the Paso Robles Brand

20. Update on Savor Real California Campaign Launched in January 2023
21. Update on San Jose Earthquakes On-Site Event on June 15, 2023 – Travel Paso / PRWCA Collaboration
22. Re-Cap of Visit CA Forum – March 6-9, 2023

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

NEXT MEETING: Next Regularly Scheduled Meeting – April 18, 2023 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.