

Tuesday, April 15, 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/83772879633?pwd=1OKITUzh8GQaXTwfoMv9cOp6wd4T.1>
Meeting ID: 837 7287 9633 Passcode: 083716
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 March 18, 2025
4. Meeting Minutes from Executive Committee Meeting on April 9, 2025
5. Travel Paso March Marketing Report
6. Travel Paso March Media Report
7. February Community Performance Report (Visit SLO CAL)
8. February 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. February Wine Sales Report (Visit SLO CAL)

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Reference April Board of Directors Meeting Deck

Presentations

13. San Jose Sharks Stadium Sponsorship Presentation – Mary Edman (via Zoom)

General Business

14. Travel Paso Scholarship Update
15. Board Elections and Marketing Committee Recruitment
 - a. Nominating Committee (Action)
 - b. Timeline for Recruitment and Ballots
16. Review and Consider Amending Bylaws (Action)
17. Month End Financial Report – March 31, 2025 (Action)
 - a. Transfer from Investment Account to Checking Account
18. Budget Process for FY 25-26
 - a. Discuss Revenue Goal
 - b. May 2025 – Present Draft Budget and Programs
 - c. June 2025 – Finalize Budget and Program Priorities

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

19. Economic Impact Studies
 - a. Economic Impact of Visitors to Paso Robles – Visit SLO CAL and Tourism Economics
 - b. Communication Plan

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

20. Update on 2025 Tourism & Hospitality Awards
21. Update on 2025 Tourism Round Up – May 8, 2025
 - a. Review Program / Run of Show
22. Update on Savor Media Campaign
23. Update on 2025 Savor Paso Event – June 27, 2025
24. Discuss San Jose Sharks Stadium Sponsorship Renewal **(Action)**

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

25. City of Paso Robles
 - a. General Updates
26. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. PRWCA – V. Popp
 - i. Paso Robles Wine Festival – Hotel Partnership Program
 - ii. Strategic Planning

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

ADJOURN

NEXT MEETING: May 20, 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.