

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, April 16, 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 Silverado Resort, 1600 Atlas Peak Rd, Napa, CA 94558.

Video Conference Option for Public Participation Only:

<https://us02web.zoom.us/j/83652475090?pwd=UUFpNEtXQ25hbFp2Mnh6OURJbXBwQT09>

Meeting ID: 836 5247 5090 Passcode: 161857

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 Executive Committee Meeting on April 10, 2024
4. Meeting Minutes from Board of Directors Meeting on March 19, 2024
5. Travel Paso March Marketing Report
6. Travel Paso March Media Reports
7. February Community Performance Report (Visit SLO CAL)
8. February STR Reports
9. January TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2024 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
12. Winery Business Intelligence Report

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Reference April Board of Directors Meeting Deck

Presentations

13. San Jose Sharks Stadium Sponsorship Presentation – Kevin Hindenach and Mary Edman

General Business

14. Board Elections and Marketing Committee Recruitment
 - a. Nominating Committee (Action)
 - b. Timeline for Recruitment and Ballots
15. Month End Financial Report – March 31, 2024 (Action)
16. Budget Process for FY 24-25
 - a. Discuss Revenue Goal
 - b. May 2024 – Present Draft Budget and Programs
 - c. June 2024 – Finalize Budget and Program Priorities

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

17. Hospitality and Tourism Awards Program
 - a. Nominations Closed March 31, 2024
 - i. Judging / evaluating is underway

- b. Distinguished Leader Award Nominations **(Action)**
- 18. Tourism Round-Up 2024 – May 23, 2024
 - a. Location: Oyster Ridge Barn
 - b. Lynn Carpenter, Visit CA – Keynote Speaker
 - c. Review Program Details
 - d. Partner Invitation and Pricing
- 19. TravelPaso.com – Update on Strategies for Lodging Partners Listing/Where to Stay Page

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

- 20. Update on Savor Paso Marketing Campaign
- 21. Discuss San Jose Sharks Stadium Sponsorship Renewal – due May 1, 2024 **(Action)**

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 22. Savor Paso in San Jose (PayPal Park) – June 13, 2024
 - a. Registration Open and Tickets On Sale
- 23. City of Paso Robles
 - a. General Updates
- 24. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - i. Consider Letter of Support for Interim CEO **(Action)**
 - ii. V. Popp Nomination to Visit SLO CAL Board on Council Agenda – April 16

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

**NEXT MEETING: May 21, 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.