

Tuesday, April 18, 2023 – 3:00 pm
MEETING LOCATION: COURTYARD BY MARRIOTT PASO ROBLES – HARVEST ROOM
120 S Vine St, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/83760508649?pwd=cTJHRlpKQjFmSWkzaTlSOHBOT3o0dz09>

Meeting ID: 837 6050 8649 Passcode: 749565
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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<u>CONSENT AGENDA</u> (Action)	S. JACOB
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3. Meeting Minutes from Executive Committee Meeting on April 12, 2023
4. Meeting Minutes from Board of Directors Meeting on March 21, 2023
5. Travel Paso March Marketing Report
6. Travel Paso March Media Report
7. February Business Intelligence Report
8. March STR Report
9. February COVID-19 Recovery Tracker
10. January 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. February Wine Business Intelligence Report

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

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles
 - a. General Updates
15. Community Updates
 - a. Visit SLO CAL Board – V. Popp
16. National Travel & Tourism Week - City Proclamation + Press Release - May 2

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

17. Mid-Week, Group and Corporate Travel Initiatives
 - a. Re-Cap of Corporate Meeting Planner FAM & Final Budget – March 22-24, 2023

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

18. Discuss Travel Paso Financial Accounts **(Action)**
 - a. Review Draft Investment Policy Strategy, One Wealth Management **(Action)**
 - b. Update on Insured Cash Sweep Accounts at Pacific Premier Bank + American Riviera Bank
19. Review March 2023 Financials **(Action)**
20. Budget Process for Fiscal Year 2023/24
 - a. Income + Expense Discussion **(Action)**
21. Review RFP Responses Received **(Action)**

- a. Brand Marketing – Foreword Brand
- b. Media Procurement and Digital Strategy – Vingage
- 22. Board Elections and Marketing Committee Recruitment (**Action**)
 - a. Nominating Committee
 - b. Timeline for Recruitment + Ballots
 - c. Consider Appointing Ian Pullan to replace M. Johnson (retiring April 30, 2023); term ends 6.30.24

[Imperative #3: Define, Develop and Steward the Paso Robles Brand](#)

- 23. Savor Paso Event on June 15, 2023 – Travel Paso / PRWCA Collaboration
- 24. Update Savor Real California Campaign

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – May 16, 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.