

Tuesday, April 21, 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

CONSENT AGENDA (Action)

S. JACOB

3. Meeting Minutes from Board of Directors Meeting on March 19, 2026
4. Meeting Minutes from Executive Committee Meeting on April 8, 2026
5. Travel Paso March 2026 Marketing Report
6. Travel Paso March 2026 Media Report
7. February 2026 Community Performance Report (Visit SLO CAL)
8. February and March 2026 STR Reports
9. TOT Summary (City of Paso Robles)
10. TOT by Lodging Category Report (City of Paso Robles)
11. January 2026 TOT by Segment Report (Visit SLO CAL)
12. February 2026 Wine Sales Summary (Visit SLO CAL)
13. SLO CTE Foundation Thank You Letter

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference April Board of Directors Meeting Deck

General Business

14. Review March 2026 Financial Report **(Action)**
15. Travel Paso Board of Directors + Committee Recruitment
 - a. Board of Directors – Four Directors with Terms Expiring 06/30/26
 - b. Marketing Committee Application for FY 2026-27 – 1 Year Term Ending 06/30/2027
 - c. Update from FY 2026-27 Nominating Committee
16. Update on Procurement Process + Timeline for Consultant Contract
 - a. Organizational Management – Move to Contract
 - b. Public Relations – Move to Contract
 - c. Agency Presentations for Brand Marketing & Digital Strategy – April 9 and April 20
 - i. Re-Cap of Format, Process, + Attendees
 - ii. Review Scorecards and Discuss Recommendations
 - iii. Select Brand Marketing Consultant **(Action)**
 - iv. Select Digital Strategy Consultant **(Action)**
17. Discuss Budget Process for FY 2026-27
 - a. Discuss Income Goal – April
 - b. Present Draft Budget and Priorities – May
 - c. Final Budget and Priorities – June

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

- 18. July 4th Celebration – Sponsorships Available Now
- 19. May 5, 2026 – National Travel & Tourism Month Proclamation – City Council

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

- 20. Update on 2026 Tourism & Hospitality Awards
- 21. 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](#)
- 22. Update on Group Sales Efforts
 - a. IPW – Fort Lauderdale – May 17-21, 2026
 - b. MPI Southern CA Chapter Board Meeting in Paso – May 18-19, 2026
 - a. Site Visit – May 17, 2026
 - b. 2027 WeCon Proposal
 - c. Cherry Bombe + Cal Grown + California Agritourism Summit – September 25-27, 2026
- 23. Let’s Go to Paso Campaign Updates
 - a. Public Relations – Visit CA Tourism Summit at People, Inc. NYC – April 21-23, 2026

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 24. City of Paso Robles
 - a. Art and Culture Board Established by City Council – [Applications due April 30, 2026](#)
 - b. General Updates
- 25. 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

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

NEXT MEETING: Tuesday, May 12, 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.