

Tuesday, May 12, 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 April 21, 2026
4. Meeting Minutes from Executive Committee Meeting on May 6, 2026
5. March 2026 Community Performance Report (Visit SLO CAL)
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. February 2026 TOT by Segment Report (Visit SLO CAL)
9. March 2026 Wine Sales Summary (Visit SLO CAL)

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference May Board of Directors Meeting Deck

Marketing and Media Highlights

10. Travel Paso April 2026 Marketing Report
11. People Inc. Travel Summit

General Business

12. Review April 2026 Financial Report (Action)
13. Travel Paso Board of Directors and Marketing Committee Recruitment for FY 2026-27
 - a. Update from Nominating Committee
 - i. Board of Directors – Four Directors with Terms Expiring June 30, 2026 – 2 Year Term
 - ii. Marketing Committee – 1 Year Term (July 1, 2026 – June 30, 2027)
 - iii. Recommended Slate at June Board Meeting
14. Consultant Contracts
 - a. Contract Preparation Underway – Civitas will Review Drafts
 - b. Final Contracts Presented at June Board Meeting
15. Budget Process for FY 2026-27
 - a. Discussion and Direction on Strategy for Program Priorities
 - b. Final Budget and Priorities Presented at June Board Meeting

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

16. National Travel & Tourism Month Proclamation Issued by City Council – May 5, 2026
17. Re-Cap of 2026 Tourism Round Up – May 7, 2026 at the Paso Robles Inn

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

18. 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
 - i. Site Visit – May 17, 2026
 - ii. 2027 WeCon Proposal
 - c. Cherry Bombe Farmers + Makers Market in Paso Robles – September 25-27, 2026
 - i. [Weekend Schedule/Itinerary](#) Announced
 - ii. Weekend Pass – Early Bird Discount Through June 30, 2026

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

19. 2026 Travel Paso Scholarship Program
 - a. 8 Scholarships Awarded (\$2,500 each)
20. Paso Robles Wine Month – Collaboration with PRWCA + Paso Robles Cab Collective
 - a. Re-Cap of Virtual Town Hall on May 1, 2026
 - b. [Sweepstakes](#) – Live Now Through May 31, 2026
 - c. Wineries, Lodging, & Hospitality Partners Encouraged to Host Events + Specials
21. City of Paso Robles
 - a. July 4th Celebration – Sponsorships Available Now
 - b. General Updates
22. Community Updates
 - a. Visit SLO CAL
 - i. Board – V. Popp
 - ii. General Updates
 - b. PRWCA
 - i. Wine Fest 2026
 - ii. Board Updates – V. Popp
 - iii. General Updates

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

NEXT MEETING: Tuesday, June 16, 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.