

Tuesday, May 16, 2023 – 3:00 pm
MEETING LOCATION: ALLEGRETTO VINEYARD RESORT
2700 Buena Vista Drive, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/88243266182?pwd=eWVXQmFXUHpzNjRaODVEYk5NUTM0QT09>
Meeting ID: 882 4326 6182 Passcode: 123798
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 (Action)</u>	S. JACOB
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3. Meeting Minutes from Board of Directors Meeting on April 18, 2023
4. Travel Paso April Marketing Report
5. Travel Paso April Media Report
6. March Business Intelligence Report
7. April STR Report
8. March COVID-19 Recovery Tracker
9. February TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
12. March Wine Business Intelligence Report

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

[Imperative #4: Build and Leverage Relationships with our Partners](#)

13. City of Paso Robles
 - a. General Updates
14. Community Updates
 - a. Visit SLO CAL Board – V. Popp

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

15. Savor Real California Campaign Results – January 23 – April 30
 - a. Presentation by Foreword Brand Marketing and Vingage Consulting
16. Savor Paso Event on June 15, 2023 – Travel Paso / PRWCA Collaboration
 - a. June 15, 2023, 5-8pm – PayPal Park in San Jose
 - b. Vendor Registration Open – Deadline is May 26, 2023
 - c. Tickets on Sale Now – \$75 each

[Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization](#)

17. Review April 2023 Financials **(Action)**
18. Strategic Plan 2023-2025
 - a. Priorities for Fiscal Year 2023-2024
 - b. Final Business and Marketing Plan - June
19. Review Draft Budget for Fiscal Year 2023-24 **(Action)**

- 20. Board Elections and Marketing Committee Recruitment **(Action)**
 - a. Recommendations from the Nominating Committee
 - b. Board of Directors
 - c. Marketing Committee Recruitment Timeline

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – June 20, 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.