

Tuesday, May 20, 2025 – 3:00 pm

**MEETING LOCATION: Paso Robles Wine Country Alliance, Conference Room
1314 Spring Street, Paso Robles, CA 93446**

Alternate Meeting Location: Director Walton will participate remotely via videoconference from
1300 Tahquitz Canyon Way, Palm Springs, CA 92262

Video Conference Option for Public Participation Only:

<https://us02web.zoom.us/j/85482031696?pwd=66vFbT4YJYUUmZEqsVpUOivmeB1ujo.1>

Meeting ID: 854 8203 1696 Passcode: 937865

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 Board of Directors Meeting on April 15, 2025
4. Meeting Minutes from Executive Committee Meeting on May 14, 2025
5. Travel Paso April Marketing Report
6. Travel Paso April Media Report
7. March Community Performance Report (Visit SLO CAL)
8. March STR Report (Visit SLO CAL)
9. March STR Report
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. February TOT by Segment Report (Visit SLO CAL)
13. Thank You Letter from the City of Paso Robles

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Reference May Board of Directors Meeting Deck

General Business

14. Board Elections
 - a. Review Recommendations from the Nominating Committee
 - b. Elect (5) Directors for (5) Open Board Positions for a Two-Year Term **(Action)**
15. Appoint Marketing Committee Members for FY 25-26 for a One-Year Term **(Action)**
16. Month End Financial Report – April 2025 **(Action)**
17. Review Program Priorities and Draft Budget for FY 25-26
 - a. Set Revenue Goal **(Action)**
 - b. June 2025 – Finalize Budget and Program Priorities
18. Travel Paso Strategic Plan
 - a. Review Details to Prepare for a Focused Discussion in June

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

19. Economic Impact Studies – Update on Communication Plan

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

- 20. Re-Cap 2025 Tourism Round Up & Hospitality Awards
- 21. Travel Paso Scholarship Update
- 22. 2025 Savor Media Campaign – Results Presented at July Board Meeting
- 23. Update on 2025 Savor Paso Event – June 27, 2025

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 24. City of Paso Robles
 - a. General Updates
 - b. Update on July 4th Community Celebration Sponsorship Campaign
- 25. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. PRWCA – V. Popp
 - i. Paso Robles Wine Festival – Hotel Partnership Program
 - ii. Strategic Planning

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: June 24, 2025 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.