AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, June 16, 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 May 12, 2026
4. Meeting Minutes from Executive Committee Meeting on June 10, 2026
5. April 2026 STR Report
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. March 2026 TOT by Segment Report (Visit SLO CAL)
9. April 2026 STR Report (Visit SLO CAL)
10. April 2026 Wine Sales Summary (Visit SLO CAL)
11. Thank You Letter from Firestone Walker Brewing Company
12. Thank You Letter from Scholarship Winner – Esmeralda Ruiz
13. Glenn Burdette Engagement Letter for 2025 Tax Return

NEW BUSINESS, UPDATES & DISCUSSIONS — **A. MCKEE/S. JACOB**

Reference June Board of Directors Meeting Deck

Marketing and Media Highlights

14. Travel Paso May 2026 Marketing Report
15. 2026 Savor Media Campaign – Results at July Board meeting

General Business

16. Board Elections
    a. Discuss Recommendations from the Nominating Committee
    b. Elect (4) Directors for (4) Open Seats – 2 Year Term Ending June 30, 2028 **(Action)**
        i. 3 Lodging Seats
        ii. 1 Community-At-Large Seat
    c. Hemant Patel Resignation - Appoint (1) Director to Fill the Vacancy – Term Expires June 30, 2027 **(Action)**
17. Appoint Marketing Committee Members for FY 2026-27 – 1 Year Term Ending June 30, 2027 **(Action)**
18. Discuss Officers/Executive Committee for FY 2026-27 – 1 Year Term Ending June 30, 2027 – Appoint in July
19. Review Board and Committee Meeting Schedule for FY 2026-27
20. Consider Approval of Consultant Contracts
    a. Organizational Management – Solterra Strategies **(Action)**
    b. Public Relations – Solterra Strategies **(Action)**

c. Brand Marketing – Foreword Brand Marketing **(Action)**
d. Digital Strategy – Vingage **(Action)**

21. Review May 2026 Financial Report **(Action)**
22. Consider Approval of Program Priorities and Budget for FY 2026-27 **(Action)**

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

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

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

23. Update on 2026 Travel Paso Scholarships
    a. 8 Scholarships Awarded ($2,500 each)
24. City of Paso Robles
    a. July 4th Celebration – Sponsorships Available Now
    b. General Updates
25. Community Updates
    a. Visit SLO CAL
        i. Board – V. Popp
        ii. General Updates
    b. PRWCA
        i. Wine Fest 2026 – Re-Cap at July Board meeting
        ii. Board Updates – V. Popp
        iii. General Updates

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

ADJOURN

NEXT MEETING: Tuesday, July 21, 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.