

Tuesday, June 18, 2024 – 3:00 pm
MEETING LOCATION: BEST WESTERN PLUS BLACK OAK, ACORN ROOM
1135 24th St, Paso Robles, CA 93446

Alternate Location: Director Walton will participate remotely from Sun Outdoors Bend located at 60801 Brosterhouse Road, Bend, OR 97702.

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/89817479683?pwd=ZWVQVTN3cWswa0VBUE9aTIA0dTA0QT09>
Meeting ID: 898 1747 9683 Passcode: 678388
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 Executive Committee Meeting on June 12, 2024
4. Meeting Minutes from Board of Directors Meeting on May 21, 2024
5. Travel Paso May Marketing Report
6. Travel Paso May Media Reports
7. April Community Performance Report (Visit SLO CAL)
8. May STR Reports
9. March TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 thru FY 2024 YTD (City of Paso Robles)
11. TOT by Lodging Category FY 2017 thru FY 2024 YTD (City of Paso Robles)

NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA/S. JACOB
--	-----------------------------

Reference June Board of Directors Meeting Deck

Presentations

12. 2024 Paso Wine Festival Re-Cap – Joel Peterson, PRWCA

General Business

13. Board Elections
 - a. Recommendations from the Nominating Committee
 - b. Elect (4) Directors for (4) Open Positions on the Board for a Two-Year Term **(Action)**
 - c. Appoint (1) Director to a One-Year Term to Fill a Vacancy due to a Resignation **(Action)**
 - d. Elect Officers / Executive Committee Members for FY 24-25 **(Action)**
 - i. Chair, Vice Chair, Secretary, Treasurer
14. Marketing Committee – Approve Committee Members FY 24-25 **(Action)**
15. Review Board and Committee Meeting Schedule for FY 24-25
16. Month End Financial Report – May 31, 2024 **(Action)**
17. Review Plans and Program Priorities for FY 24-25 **(Action)**

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

18. Re-Cap of Tourism Round-Up and Hospitality & Tourism Awards 2024 – May 23, 2024
19. Update on Giving Back Scholarship Program

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

20. Update on Savor Paso Marketing Campaign – July Results Recap

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

21. Savor Paso in San Jose (PayPal Park) – June 13, 2024
 - a. Event Re-Cap
 - b. Meeting Planner Reception Re-Cap
22. City of Paso Robles
 - a. General Updates
 - b. July 4th Community Celebration – Travel Paso has a Table for (8)
23. Community Updates
 - a. Visit SLO CAL Board – V. Popp

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

**NEXT MEETING: July 16, 2024 at 3pm
Best Western Black Oak, Acorn Room**

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.