

Tuesday, June 20, 2023 – 3:00 pm

MEETING LOCATION: ALLEGRETTO VINEYARD RESORT, MURANO BOARDROOM
2700 Buena Vista Drive, Paso Robles, CA 93446

Alternate Location: Director Alexander will participate via teleconference from 449 Court Place,
Montecito, CA 93108

Alternate Location: Director Pullan will participate via teleconference from the Hyatt Ziva located at Blvd.
Kukulcan Mz 51-Lt 7, Punta Cancun, Zona Hotelera, 77500 Cancún, Q.R., Mexico.

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

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, 2023
4. Meeting Minutes from Board of Directors Meeting on May 16, 2023
5. Travel Paso May Marketing Report
6. Travel Paso May Media Report
7. April Business Intelligence Report
8. April and May STR Report
9. April COVID-19 Recovery Tracker
10. March TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
13. April Wine Business Intelligence Report

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Reference June Board of Directors Meeting Deck

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

14. City of Paso Robles
 - a. General Updates
 - b. July 4th Celebration Updates
 - c. Unhoused Strategic Plan
 - d. Downtown Parking – Travel Paso Position **(Action)**
15. Community Updates
 - a. Visit SLO CAL Board – V. Popp

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

16. Strategic Plan 2023-2025
 - a. Final Business and Marketing Plan for FY 2023-24 **(Action)**

- 17. Travel Paso Financial Accounts
 - a. Accrual Financials – March 31, 2023
 - b. Cash Financials – May 31, 2023 **(Action)**
 - c. Update on Investment Accounts - One Wealth Management
- 18. Board Officers and Marketing Committee for FY 2023-24
 - a. Appoint Officers / Executive Committee Members – 1 Year Term **(Action)**
 - i. Chair
 - ii. Vice Chair
 - iii. Secretary
 - iv. Treasurer
 - b. Review Recommendations and Appoint Marketing Committee Members **(Action)**
- 19. Meeting Schedule for FY 2023-24 **(Action)**

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

- 20. Re-Cap of Savor Paso Event on June 15, 2023 – Travel Paso / PRWCA Collaboration

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

- 21. Resident Sentiment Study – Visit SLO CAL will present the county-wide findings of the study at the July 18th Board Meeting.

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – July 18, 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.