

**Tuesday, June 24, 2025 – 3:00 pm**  
**MEETING LOCATION: Paso Robles Wine Country Alliance, Conference Room**  
**1314 Spring Street, Paso Robles, CA 93446**

Video Conference Option for Public Participation Only:  
<https://us02web.zoom.us/j/81962316268?pwd=gf4GMTWWbMsiT2oykjh8bRN9ml2h77.1>  
Meeting ID: 819 6231 6268 Passcode: 063226  
Call-In Phone Number: (669) 900-6833

<b>CALL TO ORDER</b>	<b>A. VILICANA</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>A. VILICANA</b>
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2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>A. VILICANA</b>
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<b><u>CONSENT AGENDA</u> (Action)</b>	<b>S. JACOB</b>
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3. Meeting Minutes from Board of Directors Meeting on May 20, 2025
4. Meeting Minutes from Executive Committee Meeting on June 11, 2025
5. Travel Paso May Marketing Report
6. Travel Paso May Media Report
7. April Community Performance Report (Visit SLO CAL)
8. April STR Report (Visit SLO CAL)
9. April and May STR Reports
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. March TOT by Segment Report (Visit SLO CAL)
13. April Wine Sales Summary (Visit SLO CAL)
14. Letter Regarding International CAB Symposium
15. Notice of Glenn Burdette Alliance with Ascend

<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>A. VILICANA/S. JACOB</b>
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*Reference June Board of Directors Meeting Deck*

General Business

16. Officers/Executive Committee for FY 2025-26
  - a. Review Recommendations from the Nominating Committee
  - b. Appoint Officers/Executive Committee for a One-Year Term (Action)
    - i. President, Vice President, Secretary, Treasurer
  - c. FY 2025-26 Meeting Schedule
17. Month End Financial Report – May 2025 (Action)
18. Consider Proposal from Civitas for Support Services (Action)
19. Consider Approval of Program Priorities and Budget for FY 25-26 (Action)
  - a. Draw Down on Reserves
20. Travel Paso Strategic Plan
  - a. Progress to Date
  - b. Next Steps

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

21. Economic Impact Studies – Update on Communication Plan

- a. PRWCA Press Release
- b. Community Presentations

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

- 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. Meeting with City Manager – July 2
  - c. Update on July 4<sup>th</sup> Community Celebration
- 25. Community Updates
  - a. Visit SLO CAL Board – V. Popp
    - i. TMD Renewal
    - ii. Steering Committee for TMD Renewal
  - b. PRWCA – V. Popp
    - i. Paso Robles Wine Festival
    - ii. Strategic Planning

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<b>S. JACOB</b>
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**ADJOURN**

**NEXT MEETING: July 15, 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.