

**Tuesday, July 15, 2025 – 3:00 pm**

**MEETING LOCATION: Paso Robles & Templeton Chamber of Commerce and Visitor Center,  
Conference Room  
1314 Spring Street, Paso Robles, CA 93446**

Alternate Meeting Location: Director Walton will participate remotely via videoconference from  
Leaf Verde located at 1500 S Apache Rd, Buckeye, AZ 85326

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 (On Non-Agenda Items)

**ANNOUNCEMENTS**

**A. MCKEE**

**CONSENT AGENDA (Action)**

**S. JACOB**

3. Meeting Minutes from Board of Directors Meeting on June 24, 2025
4. Meeting Minutes from Executive Committee Meeting on July 9, 2025
5. Travel Paso June Marketing Report
6. Travel Paso June Media Report
7. May Community Performance Report (Visit SLO CAL)
8. May and June STR Reports (Visit SLO CAL)
9. June STR Report
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. April TOT by Segment Report (Visit SLO CAL)
13. May Wine Sales Summary (Visit SLO CAL)

**NEW BUSINESS, UPDATES & DISCUSSIONS**

**A. MCKEE/S. JACOB**

*Reference July Board of Directors Meeting Deck*

Presentation

14. Re-Cap of Paso Robles Wine Festival – Krista Smith and Carol Yeaman-Sanchez, PRWCA

General Business

15. Update Pacific Premier Bank Signature Card **(Action)**
  - a. FY 2025-26 Officers and President/CEO as Authorized Signers
16. Month End Financial Report – June 2025 **(Action)**
17. Conflict of Interest Statement – Board Members to Review, Sign, and Return
18. Meeting Schedule for FY 25-26

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

19. Economic Impact Studies – Update on Communication Plan
  - a. Community Presentations – Rotary Club on August 7, 2025
20. Community Event Marketing Grants

- a. Application Period is August – October 2025

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

- 21. Results of 2025 Savor Media Campaign – Jamie Smith, Foreword Brand Marketing
- 22. Re-Cap of 2025 Savor Paso Event – June 27, 2025
- 23. Update on Meeting Planner Task Force / Next Meeting is August 5

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 24. City of Paso Robles
  - a. General Updates
  - b. Re-Cap of Meeting with City Manager – July 2, 2025
  - c. Re-Cap of July 4<sup>th</sup> Community Celebration
- 25. Community Updates
  - a. Visit SLO CAL Board – V. Popp
  - b. PRWCA – V. Popp

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

**NEXT MEETING: September 16, 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.