

Tuesday, July 16, 2024 – 3:00 pm
MEETING LOCATION: ALLEGRETTO VINEYARD RESORT, DYLAN ROOM
2700 Buena Vista Drive, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/83593570669?pwd=EV251Zx8E0C9sgN4kzj0RdTzT1X4MU.1>
Meeting ID: 835 9357 0669 Passcode: 682750
Call-In Phone Number: (669) 900-6833

CALL TO ORDER	A. VILICANA
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1. Roll Call

PUBLIC COMMENT	A. VILICANA
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2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	A. VILICANA
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CONSENT AGENDA (Action)	S. JACOB
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3. Meeting Minutes from Board of Directors Meeting on June 18, 2024
4. Travel Paso June Marketing Report
5. Travel Paso June Media Reports
6. May Community Performance Report (Visit SLO CAL)
7. May STR Reports
8. May Wine Industry Report
9. April TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 thru FY 2024 YTD and TOT by Lodging Category (City of Paso Robles)
11. Quarterly Visitation Trends Report – Q1 2024

NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA/S. JACOB
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Reference July Board of Directors Meeting Deck

General Business

12. Conflict of Interest Statement
13. Month End Financial Report – June 30, 2024 (Action)
14. Update Bank Signature Card – Executive Committee for FY 24-25 (Action)

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

15. Community Event Grants
 - a. Aug. 19 – Oct. 18 – Application Period

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

16. Savor Paso Marketing Campaign – Results Recap
17. Marketing Preview – June – December

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

18. City of Paso Robles
 - a. General Updates
19. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. SLO Cal Summit – September 25
 - i. S. Jacob – Radical Collaboration Panel

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

NEXT MEETING: September 17, 2024 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.

