

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, July 18, 2023 – 3:00 pm
MEETING LOCATION: PASO ROBLES INN, BOARDROOM
1103 Spring Street, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/89235306577?pwd=dIZBdS9Db1d3Tk4yTjJKL0JtYkFFUT09>
Meeting ID: 892 3530 6577 Passcode: 633408
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 20, 2023
4. Travel Paso June Marketing Report
5. Travel Paso June Media Report
6. May Business Intelligence Report
7. May COVID-19 Recovery Tracker
8. April TOT by Segment Reports (Visit SLO CAL)
9. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
10. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
11. May Wine Business Intelligence Report

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

Presentations

12. Resident Sentiment Study - Chuck Davison, CEO of Visit SLO CAL

General Business

13. Month End Financial Report – June 30, 2023 **(Action)**
 - a. Check Signing Authority + Update Bank Signature Card **(Action)**
14. Conflict of Interest Statement

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

15. Downtown Parking Ad Hoc Committee
16. Unhoused Strategic Plan
17. Resident Sentiment Study - Buy-in for Community Specific Data **(Action)**

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

18. Review Concorso + Car Week Sponsorship Details
19. Review Community Event Marketing Program Timeline

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

20. City of Paso Robles
 - a. General Updates
 - b. July 4th Paso Robles Community Event and Fireworks Recap – Travel Paso / City of Paso Robles

21. Savor Paso – June 15 Recap – Travel Paso / PRWCA Collaboration
22. Community Updates
 - a. Visit SLO CAL Board – V. Popp



OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – September 19, 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.