

Tuesday, July 21, 2026 – 3:00 pm

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

Video Conference Option for Public Participation Only:

<https://us02web.zoom.us/j/82550784759?pwd=hbblLvua8k5d8yiCSmD9zlfzlv80IK.1>

Meeting ID: 825 5078 4759 Passcode: 478631

Call-In Phone Number: (669) 900-6833

CALL TO ORDER

A. MCKEE

1. Roll Call

PUBLIC COMMENT

A. MCKEE

2. Public Comment

ANNOUNCEMENTS

A. MCKEE

- Paso Robles Horse Park
 - Fall Classic Grand Prix – Saturday, October 24, 2026
 - Oak Tree Classic Grand Prix – Saturday, October 30, 2026

CONSENT AGENDA (Action)

S. JACOB

3. Meeting Minutes from Board of Directors Meeting on June 16, 2026
4. Meeting Minutes from Executive Committee Meeting on July 8, 2026
5. May and June 2026 STR Report
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. April 2026 TOT by Segment Report (Visit SLO CAL)
9. April and May 2026 Community Performance Report (Visit SLO CAL)
10. May 2026 Wine Sales Summary (Visit SLO CAL)
11. City of Paso Robles Thank You Letter

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference July Board of Directors Meeting Deck

Marketing and Media Highlights

12. Travel Paso June 2026 Marketing & Media Report

Presentations

13. Local Roads First Initiative
14. PRWCA – Re-Cap of 2026 Wine Fest

General Business

15. Travel Paso Board + Executive Committee for FY 2026-27
 - a. Discuss Board Resignations
 - i. John Arnold Resignation – Term Expires 06/30/27
 - ii. Benny Cendali Resignation – Term Expires 06/30/28
 - b. Executive Committee
 - i. Appoint Officers for 1 Year Term – Chair, Vice Chair, Secretary/Treasurer **(Action)**
 - ii. Authorize Officers on Travel Paso Accounts/Update Bank Signature Card **(Action)**
16. Onboarding Process for New Board Members
 - a. Conflict of Interest Policy + Statements – Board Members Review/Submit Annually
 - b. On Boarding /Training/ Brown Act Training / Meeting Schedule

17. Marketing Committee for FY 2026-27
 - a. Appoint Marisa Roska to the Marketing Committee for a 1-Year Term **(Action)**
18. Review June 2026 Financial Report **(Action)**
 - a. FY 2025-26 Year End Financials – Review at September Board meeting
19. FY 2025-26 Audit Underway – Review at November Board meeting
20. FY 2025-26 PRTID Annual Report – Review at September Board meeting

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

21. Community Event Marketing Grants
 - a. Application Period for 2027 Events: August 24 – October 16, 2026
 - b. Volunteers for Subcommittee to Review Applications
 - i. Subcommittee meeting dates: October 23, 2026 and November 3, 2026
22. Travel Paso Scholarship Allocation – Discuss at September Board meeting

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

23. 2026 Savor Media Campaign – Results at September Board meeting
24. Group Sales
 - a. Meeting Planner Road Show
 - i. Fresno – September 3
 - b. Seasonal Spectator – December 15-16, 2026 – Sacramento
 - c. American Bus Association Marketplace – February 6-9, 2027 – Calgary
 - d. IPW – May 2-6, 2027 – New Orleans, LA

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

25. City of Paso Robles
 - a. Re-Cap of July 4th Celebration
 - b. General Updates
26. Community Updates
 - a. Visit SLO CAL
 - i. General Updates
 - b. PRWCA
 - i. General Updates

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

NEXT MEETING: Tuesday, September 15, 2026 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.