AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, September 15, 2026 – 3:00 pm
MEETING LOCATION: Paso Robles & Templeton Chamber of Commerce and Visitor Center Conference Room, 1314 Spring Street, Paso Robles, CA 93446

Teleconference Location: Director Ryan Hopple will participate via videoconference from 1568 Eto Circle, San Luis Obispo, CA, 93405

Video Conference Option for Public Participation Only:
https://us02web.zoom.us/j/82550784759?pwd=hbbiLvua8k5d8yiCSmD9zlfzIv80IK.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**

CONSENT AGENDA (Action) **S. JACOB**

3. Meeting Minutes from Board of Directors Meeting on July 21, 2026
4. Meeting Minutes from Executive Committee Meetings on August 13, 2026 and September 9, 2026
5. July 2026 STR Report
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. May and June 2026 TOT by Segment Reports (Visit SLO CAL)
9. June and July 2026 Community Performance Reports (Visit SLO CAL)
10. June and July 2026 Wine Sales Summary (Visit SLO CAL)
11. Measure H Press Release

NEW BUSINESS, UPDATES & DISCUSSIONS **A. MCKEE/S. JACOB**

Reference September Board of Directors Meeting Deck

Marketing and Media Highlights

12. Travel Paso July and August 2026 Marketing & Media Reports

Presentations

13. Spaceport Update – Paul Sloan, City of Paso Robles

General Business

14. Travel Paso Board Vacancies – Fill by Appointment
    a. Discuss Recommendations from the Executive Committee
    b. John Arnold Resignation – Appoint (1) Director to Fill the Vacancy – Term Expires 06/30/27 **(Action)**
    c. Benny Cendali Resignation – Appoint (1) Director to Fill the Vacancy – Term Expires 06/30/28 **(Action)**
15. Marketing Committee for FY 2026-27
    a. Consider Appointing Patricia Harden to the Marketing Committee for a 1-Year Term **(Action)**
16. Discuss Lodging Representative for PRWCA Board Seat **(Action)**
17. Review Financial Reports
    a. July 2026 and August 2026 Month End **(Action)**

b. FY 2025-26 Year End Financials **(Action)**
    i. Cash Basis
    ii. Accrual Basis

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

18. 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
19. Travel Paso Giving Back Scholarship Program for FY 2026-27 **(Action)**
    a. Confirm Scholarship Criteria
    b. Confirm Allocation

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

20. Results of 2026 Savor Media Campaign – Jamie Smith, Foreword Brand, and Lucas Bishop, Vingage
21. Group Sales
    a. Meeting Planner Road Show Update
        i. New Promotional Video
        ii. Re-Cap of Fresno – September 3, 2026 with PRWCA
        iii. Next Up – Los Angeles, San Jose, Orange County
    b. Strategic Partnerships / Outreach
    c. Trade Shows
        i. Seasonal Spectator – December 15-16, 2026 – Sacramento
        ii. American Bus Association Marketplace – February 6-9, 2027 – Calgary
        iii. IPW – May 2-6, 2027 – New Orleans, LA
22. California Agri-Tourism Summit – September 23-25, 2026
23. Cherry Bombe Farmers & Makers – September 25-27, 2026

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

24. City of Paso Robles
    a. General Updates
    b. Holidays in Paso Robles
25. Community Updates
    a. Visit SLO CAL
        i. General Updates
        ii. SLO CAL Summit – October 29, 2026 at Madonna Expo Center
    b. PRWCA
        i. General Updates

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

ADJOURN

NEXT MEETING: Tuesday, November 17, 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.