

Tuesday, September 16, 2025 – 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/82979821476?pwd=5wbL6vF2VhYP1pVEgi1t9O3MB7HVYI.1>

Meeting ID: 829 7982 1476 Passcode: 905957

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 July 15, 2025
4. Meeting Minutes from Executive Committee Meeting on September 10, 2025
5. Travel Paso July and August Marketing Reports
6. Travel Paso July and August Media Reports
7. June and July Community Performance Reports (Visit SLO CAL)
8. July and August STR Reports (Visit SLO CAL)
9. June and July STR Reports
10. TOT Summary (City of Paso Robles)
11. TOT by Lodging Category Report (City of Paso Robles)
12. May and June TOT by Segment Report (Visit SLO CAL)
13. June and July Wine Sales Summary (Visit SLO CAL)
14. FARMstead ED Thank You Note

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference September Board of Directors Meeting Deck

Presentations

15. California Mid-State Fair 2025 Recap – Colleen Borjorquez and Shonna Howenstine
16. Releve Unlimited – New DMC Service in SLO CAL - Lacie Johns, Sales & Client Experience Manager
17. Savor Paso Event in San Jose Recap and Future Direction
 - a. Joel Peterson, PRWCA and Tracy Dauterman, Travel Paso

General Business

18. Financial Reports **(Action)**
 - a. July 2025 Month End
 - b. August 2025 Month End
 - c. Fiscal Year 2024-25 Accrual Basis
 - d. Audit for FY 2024-25 to Begin in October
19. Consider Appointing Additional Marketing Committee Members for FY 2025-26 **(Action)**
 - a. Simone Rubio, Parker Sanpei
 - b. Corina Ketchum, The Ava Hotel
20. Virtual Brown Act Training with Civitas/Visit SLO CAL – Wednesday, October 29, 2025 at 10am
21. Revisions to Strategic Plan – 2023 – 2027 **(Action)**

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

- 22. Community Event Marketing Grants for 2026
 - a. Application Period is August 13, 2025– October 17, 2025
 - b. Sub-Committee Member Request – October 23 and Oct. 30
- 23. Review Giving Back Scholarship Program **(Action)**
 - a. Updates to Selection Criteria
 - b. Financial Commitment for FY 2025-26

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

- 24. Re-Cap of LA Farmer’s Market Campaign/Activation
- 25. Let’s Go to Paso Marketing Campaign
 - a. Value / affordable messaging
- 26. Update on Meeting Planner Task Force
 - a. Re-Cap of August 5, 2025 Meeting / Next Meeting is October 16, 2025
 - b. “Paso in a Box” Donations

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 27. City of Paso Robles
 - a. General Updates
- 28. Community Updates
 - a. Visit SLO CAL
 - i. Board – V. Popp
 - ii. SLO CAL Summit – November 13, 2025, 11:30am-4pm, Embassy Suites
 - iii. General Updates
 - b. PRWCA
 - i. Board – V. Popp
 - ii. General Updates

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

NEXT MEETING: November 18, 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.