

Tuesday, September 17, 2024 – 3:00 pm
MEETING LOCATION: HAMPTON INN & SUITES
212 Alexa Court, Paso Robles, CA 93446

Alternate Location: Director Villicana will participate remotely from
8527 Meeks Bay Ave., Tahoma, CA 96150.

Video Conference Option for Public Participation Only:
<https://us02web.zoom.us/j/86429588095?pwd=U0XeeZMqiGTla1m33CEaaR3JYXyqDA.1>
Meeting ID: 864 2958 8095 Passcode: 818694
Call-In Phone Number: (669) 900-6833

CALL TO ORDER	A. VILLICANA
1. Roll Call	

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

ANNOUNCEMENTS	A. VILLICANA
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CONSENT AGENDA (Action)	S. JACOB
3. Meeting Minutes from Board of Directors Meeting on July 16, 2024	
4. Meeting Minutes from Executive Committee Meeting on August 14, 2024	
5. Meeting Minutes from Executive Committee Meeting on September 11, 2024	
6. Travel Paso July and August Marketing Reports	
7. Travel Paso July and August Media Reports	
8. July Community Performance Report (Visit SLO CAL)	
9. June and July STR Reports	
10. July TOT Summary Report (Visit SLO CAL)	
11. June and July TOT by Segment Reports (Visit SLO CAL)	
12. TOT Summary and TOT by Lodging Category FY 2000 thru FY 2025 YTD (City of Paso Robles)	
13. Thank You Letter from the City of Paso Robles – July 4 th Sponsorship	

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

Presentations

- 14. Re-Cap of 2024 CA Mid-State Fair – Colleen Bojorquez and Tom Keffury
- 15. Update on Travel Paso Investments – Anne Crabbe, Optimum Wealth

General Business

- 16. Month End Financial Report **(Action)**
 - a. July 31, 2024
 - b. August 31, 2024
- 17. Update on Financial Review / Audit
- 18. Consider Proposal from Crowdriff for Social Media Content Creator and Influencer Support **(Action)**

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

- 19. Community Event Grants
 - a. Aug. 19 – Oct. 18 – Application Period
 - b. International Cab Symposium Moved to May 2025

- 20. Consider DRAFT Fund Agreement for Giving Back Scholarship Program **(Action)**
 - a. Community Foundation SLO County
 - b. Non-Endowed / 1 year agreement

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

- 21. Re-Cap of Concorso Italiano - August 17, 2024
- 22. San Jose Earthquakes Sponsorship Ends November 2024
 - a. Discuss Plan to Reinvest Sponsorship Dollars into San Jose Market

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 23. City of Paso Robles
 - a. General Updates
- 24. 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

- 25. July 4th Community Celebration Financial Re-Cap at November Board Meeting

ADJOURN

NEXT MEETING: November 19, 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.