

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, September 19, 2023 – 3:00 pm
MEETING LOCATION: PASO ROBLES INN, BOARDROOM
1103 Spring Street, Paso Robles, CA 93446

Alternate Location: Director Pullan will participate in the meeting via teleconference from KSL Resorts located at 18575 Jamboree Rd Suite 500, Irvine, CA 92612. This location is accessible to the public.

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

1. Roll Call

PUBLIC COMMENT

A. VILICANA

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILICANA

- Mayor Martin Memorial Service – September 27, 5:30-7:00pm, Downtown City Park Gazebo. Travel Paso donated \$1,000 to the REC Foundation in honor of Mayor Martin.
- SLO CAL Destination Summit – October 5, 2023 at Embassy Suites in SLO.

CONSENT AGENDA (Action)

S. JACOB

3. Meeting Minutes from Executive Committee Meeting on September 13, 2023
4. Meeting Minutes from Board of Directors Meeting on July 18, 2023
5. Travel Paso July and August Marketing Reports and Website Traffic Overview
6. Travel Paso July and August Media Reports
7. June and July Business Intelligence Reports
8. June and July STR Reports
9. July COVID-19 Recovery Tracker
10. June TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
13. July Wine Business Intelligence Report
14. Short-Term Vacation Rentals and Workforce Housing Nexus Study (Visit SLO CAL)

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA/S. JACOB

Reference September Board of Directors Meeting Deck

[Presentations](#)

15. 2023 CA Mid-State Fair Results – Colleen Bojorquez, CEO of CA Mid-State Fair

[General Business](#)

16. Month End Financial Reports
 - a. July 31, 2023 **(Action)**
 - b. August 31, 2023 **(Action)**
17. Glenn Burdette to Perform Audit for FY 2022-23

[Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem](#)

18. Discuss Community Specific Data - 2023 Visit SLO CAL Resident Sentiment Study

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

19. Savor Paso Event Re-Cap and Final Budget – Travel Paso/ PRWCA Collaboration
20. Concorso + Car Week Event Re-Cap
21. 2024 Community Event Marketing Program
 - a. October 20, 2023, by 5:00 p.m. – Applications due
 - b. November 7, 2023 – Marketing Committee Reviews
 - c. November 14, 2023 – Board Reviews Recommendations from Marketing Committee
22. Fall Travel Trade Shows
 - a. November 5-8 – Smart Meetings
 - b. December 12-13 – CAL SAE

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

23. Update on Collaborations with PRWCA
 - a. October 26, 2023 – Denver Road Show
 - b. November 8-12, 2023 – San Diego Bay Wine & Food Festival
24. City of Paso Robles
 - a. General Updates
25. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. October 11 – Tourism Collaboration Meeting: Chamber + PRWCA

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – November 14, 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.