

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, November 14, 2023 – 3:00 pm
MEETING LOCATION: PASO ROBLES INN, MATADOR ROOM
1103 Spring Street, Paso Robles, CA 93446

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**

- Travel Paso Board of Directors Holiday Happy Hour – Wednesday, December 15th at 5:30pm

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

3. Meeting Minutes from Executive Committee Meetings on October 11, 2023 and November 9, 2023
4. Meeting Minutes from Board of Directors Meeting on September 19, 2023
5. Travel Paso September and October Marketing Reports
6. Travel Paso September and October Media Reports
7. August Business Intelligence Report
8. September STR Report
9. August COVID-19 Recovery Tracker
10. July 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. August Winery Business Intelligence Report
14. Quarterly Visitor Tracking Report – Q2 2023 (Visit SLO CAL)
15. July 4th Community Celebration Financial Report (City of Paso Robles)

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

Reference November Board of Directors Meeting Deck

General Business

16. Month End Financial Reports
 - a. September 30, 2023 **(Action)**
 - b. October 31, 2023 **(Action)**
17. Travel Paso Annual Report **(Action)**

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

18. Review Hospitality Awards 2024 **(Action)**
19. Tourism Round-Up 2024 – May 23, 2024 – Save the date

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

20. 2024 Community Event Marketing Program
 - a. Review Recommendations from Marketing Comm. and Executive Comm.
 - b. Award Grants **(Action)**
21. Review Budget Options for Upcoming Marketing Campaigns **(Action)**

22. Fall Travel Trade Shows
 - a. ReCap of Smart Meetings – November 5-8
 - b. CAL SAE – December 12-13

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

23. Collaborations with PRWCA
 - a. Re-Cap of Denver Road Show - October 26, 2023
 - b. Re-Cap of San Diego Bay Wine & Food Festival November 8-12, 2023
24. City of Paso Robles
 - a. General Updates
 - b. Holidays in the Park
25. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - i. Spartan Race – November 4-5
 - b. Tourism Collaboration Meeting: Chamber + PRWCA – October 11, 2023

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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- SLO County Family-Friendly Workplaces – Assessment and Award Program – Presentation from Christina Latner, SLO Chamber of Commerce at January meeting.
- Internal Process for Promotion of Lodging Partners on Travel Paso Website

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – January 16, 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.