AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, November 17, 2026 – 2:30 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/88266105914?pwd=RlQUIIFQQbNjuGple7UueO0tK5gpLN.1
Meeting ID: 882 6610 5914 Passcode: 885479
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**

- Sensorio Ribbon Cutting at City Park – November 17, 2026 at 4:45pm

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

3. Meeting Minutes from Board of Directors Meeting on September 15, 2026
4. Meeting Minutes from Executive Committee Meetings on October 14, 2026 and November 11, 2026
5. August and September 2026 STR Reports
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. August 2026 TOT by Segment Report (Visit SLO CAL)
9. August and September 2026 Community Performance Report (Visit SLO CAL)
10. August and September 2026 Wine Sales Summary (Visit SLO CAL)

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

Reference November Board of Directors Meeting Deck

Marketing and Media Highlights

11. Travel Paso September and October 2026 Marketing & Media Reports

General Business

12. Review Month End Financial Reports **(Action)**
    a. September 2026
    b. October 2026
13. Consider Approval of FY 2025-26 PRTID Annual Report **(Action)**
14. FY 2025-26 Audit Underway – Review at January Board meeting
15. TravelPaso.com Website Refresh and Migration
    a. Audit Complete
    b. RFP Process and Timing

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

16. Community Event Marketing Grants
    a. Review Recommendations from Sub Committee, Marketing Committee, Executive Committee, and Travel Paso Staff
    b. Award Grants **(Action)**
17. Paso Robles | Templeton Chamber of Commerce – URL Discussion and Recommendation **(Action)**

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

18. Group Sales
    a. Visit SLO CAL Meetings Value Proposition Research
    b. Meeting Planner Road Show Update
    c. Strategic Partnerships / Outreach
        i. SITE Northern California Signature Event RFP Response + Site Visit – Host in June 2027
    d. Trade Shows:
        i. Re-Cap of SMART Meetings – October 25-27, 2026 – Sacramento
        ii. Seasonal Spectator – December 15-16, 2026 – Sacramento
        iii. American Bus Association Marketplace – February 6-9, 2027 – Calgary
        iv. IPW – May 2-6, 2027 – New Orleans, LA

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

19. City of Paso Robles
    a. General Updates

20. Community Updates
    a. Visit SLO CAL
        i. General Updates
    b. PRWCA
        i. General Updates

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

ADJOURN

NEXT MEETING: Tuesday, January 19, 2027 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.