

Tuesday, November 18, 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/88021341502?pwd=hGkBRBapdPYJahub0igkxqfuArtWla.1>

Meeting ID: 880 2134 1502 Passcode: 517229

Call-In Phone Number: (669) 900-6833

CALL TO ORDER

A. MCKEE

1. Roll Call

PUBLIC COMMENT

A. MCKEE

2. Public Comment (Including on the Closed Session item #26)

ANNOUNCEMENTS

A. MCKEE

CONSENT AGENDA (Action)

S. JACOB

3. Meeting Minutes from Board of Directors Meeting on September 16, 2025
4. Meeting Minutes from Executive Committee Meeting on October 15, 2025
5. Meeting Minutes from Executive Committee Meeting on November 12, 2025
6. Travel Paso September and October Marketing Reports
7. Travel Paso September and October Media Reports
8. August and September Community Performance Reports (Visit SLO CAL)
9. September STR Report (Visit SLO CAL)
10. August and September STR Reports
11. TOT Summary (City of Paso Robles)
12. TOT by Lodging Category Report (City of Paso Robles)
13. July and August TOT by Segment Report (Visit SLO CAL)
14. August and September Wine Sales Summary (Visit SLO CAL)

NEW BUSINESS, UPDATES & DISCUSSIONS

A. MCKEE/S. JACOB

Reference November Board of Directors Meeting Deck

Presentations

15. 2025 July 4th Community Celebration Financial Recap – Freda Berman, City of Paso Robles

General Business

16. Financial Reports **(Action)**
 - a. September 2025 Month End
 - b. October 2025 Month End
17. Audit for FY 2024-25 **(Action)**
18. Annual Report for FY 2024-25 **(Action)**
19. Revisions to Bylaws + Nominations Policy **(Action)**

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

20. Community Event Marketing Grants for 2026
 - a. Review Recommendations from Sub Committee, Marketing Committee, Executive Committee, and Travel Paso Staff
 - b. Award Grants **(Action)**

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

- 21. Update on Meeting Planner Task Force
 - a. Webinar #1: November 11, 2025 @10am
 - b. Webinar #2: November 20, 2025 @10am
- 22. Seasonal Spectacular – December 16-17, 2025
- 23. Cherry Bombe Farmer’s & Makers + California Grown – New Event in Paso Robles, September 2026
(Action)
 - a. International Year of the Woman Farmer 2026 – Declared by United Nations
 - b. Budget Implication for Travel Paso - \$25,000

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 24. City of Paso Robles
 - a. General Updates
 - b. Holidays in the Park
 - c. Consider \$35,000 Sponsorship Request for 2026 July 4th Community Celebration **(Action)**
- 25. Community Updates
 - a. Visit SLO CAL
 - i. Board – V. Popp
 - ii. SLO CAL Summit – November 13, 2025
 - iii. General Updates
 - b. PRWCA
 - i. Board – V. Popp
 - ii. General Updates

CLOSED SESSION	A. MCKEE
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- 26. Public Employee Performance Evaluation / Employment Contract Renewal (Government Code §54957)
 Titles: Organizational Management, Brand Marketing, Public Relations, Media Procurement & Digital Strategy
 Purpose: To discuss performance and consider renewal or amendment of employment contracts.

REPORT ON CLOSED SESSION	A. MCKEE
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OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURN

NEXT MEETING: January 20, 2026 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.