

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, November 19, 2024 – 2:00 pm
MEETING LOCATION: Hampton Inn
212 Alexa Court, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:

<https://us02web.zoom.us/j/85379287837?pwd=f0S92YqbaP3x2RT6lYus6s45HarAZ1.1>

Meeting ID: 853 7928 7837 Passcode: 326635

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 Holiday Cocktails – Wednesday, December 4, 2024, 5:00-6:30pm at 1122

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

3. Meeting Minutes from Board of Directors Meeting on September 17, 2024
4. Meeting Minutes from Executive Committee Meeting on November 13, 2024
5. Meeting Minutes from Executive Committee Meeting on October 9, 2024
6. Travel Paso September and October Marketing Reports
7. Travel Paso September and October Media Reports
8. September Community Performance Report (Visit SLO CAL)
9. August and September STR Reports
10. August TOT Summary Report (Visit SLO CAL)
11. September Wineries Report (Visit SLO CAL)

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

Reference November Board of Directors Meeting Deck

Presentations

12. Re-Cap of 2024 July 4th Community Celebration – Freda Berman, City of Paso Robles

General Business

13. Month End Financial Reports **(Action)**
 - a. September 30, 2024
 - b. October 31, 2024
14. Glenn Burdette to Perform Audit for FY 23-24

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

15. 2024 Community Event Marketing Program Grants
 - a. Review Recommendations from Sub Committee, Marketing Committee, Executive Committee, and Travel Paso Staff
 - b. Award Grants **(Action)**
16. Tourism Economics Studies in Collaboration with Visit SLO CAL
 - a. Lodging Forecast
 - b. Economic Impact Study 2024

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

- 17. 2025 Savor Paso Media Campaign
 - a. January – June 2025
 - b. Review Budget for Media Spends **(Action)**
- 18. Atascadero Fall Fest – Shuttle Sponsorship Recap
- 19. 2025 Tourism Round Up – May 8, 2025
 - a. Location – Paso Robles Inn
 - b. Keynote Speaker – Dr. Chris Thornberg, Beacon Economics
- 20. Hospitality Awards 2025 - January 8
- 21. Scholarship Fund Update

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 22. Collaborations with PRWCA
 - a. Re-Cap of San Diego Bay Wine and Food Festival – November
- 23. City of Paso Robles
 - a. General Updates
 - b. Holidays in the Park
 - c. Consider Sponsorship Request for 2025 July 4th Community Celebration **(Action)**
- 24. Community Updates
 - a. Visit SLO CAL Board – V. Popp
 - b. Re-cap of Tourism Collaboration Meeting with PRWCA and Paso Chamber – October 22, 2024

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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- 25. January 21, 2025 Board Meeting
 - a. Social Media Content Plan with Partner Integration Options
 - b. Sponsorship Requests - PRWCA, Mid-State Fair
 - c. Update on 2025 Savor Paso Event in San Jose

ADJOURN

Please join us for a tour of the newly renovated Hampton Inn

NEXT MEETING: January 21, 2025 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.