

AGENDA – Travel Paso Executive Committee



Wednesday, January 11, 2023 – 3:30pm
HYBRID FORMAT

Video Conference Link:

<https://us02web.zoom.us/j/85035242500?pwd=QVZJWHA2bEpMZGkyYXJQaDVHMjZyUT09>

Meeting ID: 850 3524 2500 Passcode: 383984

Dial: (669) 900-6833

In-Person Meeting Location: Solterra Strategies
1405 Spring Street, Suite 203, Paso Robles, CA 93446

CALL TO ORDER	A. VILICANA
1. Roll Call	
AB 361 (Action Required)	A. VILICANA
2. Consider Resolution 23-001 Authorizing Remote Teleconference Meetings Under AB 361	
PUBLIC COMMENT	A. VILICANA
3. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	A. VILICANA
NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA / S. JACOB

[Imperative #1: Actively Lead the Tourism Community in Paso Robles](#)

4. Mid-Week, Group, and Corporate Travel Initiatives
 - a. Corporate Meeting Planner FAM – March 22-24, 2023
 - i. Paso in a Box Webinar – January 12, 2023 at 11am
 1. 75 Paso Boxes Shipped on January 4
 2. Invitation to register for FAM / Jan. 27 Deadline
 - ii. Itinerary Review
 1. Destination Showcase on March 23 – Open to all hospitality partners

[Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization](#)

5. Contract with the City of Paso Robles – Approved by Council on Dec. 20, 2022
6. TOT 1% Increase Notice – Effective February 1, 2023
7. Review November and December 2022 Financials
8. Discuss Operating Reserve Policy
 - a. Interest rates
 - b. Investment strategy
9. Audit Update for FY 2021-22
10. Review DRAFT Strategic Plan 2023-2025
11. Review DRAFT RFPs for Organizational Management, Marketing, SEO
 - a. Contract Period: July 1, 2023 – June 30, 2026
 - b. Define Timeline and Process

[Imperative #3: Define, Develop and Steward the Paso Robles Brand](#)

12. Advertising/Media Plan
 - a. January – June 2023
13. Sponsorships – Earthquakes 2023 Contract Renewed
 - a. June 15 – Onsite Event in Collaboration with PRWCA



Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates
15. Community Updates
 - a. PRWCA – Annual Dinner – February 2
 - b. PR Chamber – Annual Dinner – February 11

Next Executive Committee Meeting: February 8, 2023 at 3:30pm

Adjourn

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.