

# AGENDA – Travel Paso Executive Committee Meeting



**Wednesday, January 15, 2025 – 3:30pm**  
**MEETING LOCATION: SOLTERRA STRATEGIES**  
**630 14<sup>th</sup> Street, Suite B, Paso Robles, CA 93446**

Alternate Location: Director Villicana will participate remotely from 101 Falls Park Drive,  
Greenville, SC 29601

Options for Public Participation:

<https://us02web.zoom.us/j/88367758771?pwd=DkUoQa0aJsaYlpDtuJpPtljFKFI0Bt.1>

Meeting ID: 883 6775 8771 Passcode: 719764

Dial: (669) 900-6833

<b>CALL TO ORDER</b>	<b>A. VILICANA</b>
1. Roll Call	
<b>PUBLIC COMMENT</b>	<b>A. VILICANA</b>
2. Public Comment (On Non-Agenda Items)	
<b>ANNOUNCEMENTS</b>	<b>A. VILICANA</b>
<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>A. VILICANA / S. JACOB</b>
<u>New Business</u>	
<u>General Business</u>	
3. Review November and December 2024 Financials	
4. Review Audit for FY 23-24	
5. Review Annual Report FY 23-24	
<u>Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem</u>	
6. Tourism Economics Studies in Collaboration with Visit SLO CAL	
a. Discuss Lodging Forecast Report and Follow Up Meeting with Tourism Economics	
b. 2024 Economic Impact Study Underway	
<u>Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives</u>	
7. Discuss Social Media and Content Creation Plan – Lutes Digital Media	
a. Results of Pilot Program w/Alchemist Garden and Hope Family Wines	
b. Partner Integration Plan and Budget for 2025	
8. 2025 Savor Paso Event – June 27 at SAP Center	
9. 2025 Savor Paso Media Campaign	
a. Revised Budget for Media Spends - Sojern	
10. 2025 Tourism & Hospitality Awards	
a. Call for Nominations – Open January 8, 2025 – March 7, 2025	
b. Finalize Judges – January 15, 2025	
c. Discuss Distinguished Leader Award – Board Selects in March 2025	
11. Update on 2025 Tourism Round Up – May 8, 2025	
a. Venue – Paso Robles Inn	
b. Keynote Speaker – Chris Thornberg, Beacon Economics	
c. Event Planner RFQ	
<u>Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships</u>	
12. Discuss 2025 Partnership with PRWCA – January 21, 2025 Board Meeting	
13. Mid-State Fair 2025 Proposal / Agreement – January 21, 2025 Board Meeting	
14. Sweet Art Fundraiser to Support Studios on the Park – February 11, 2025 at 3pm at Sensorio	

Next Executive Committee Meeting: Wednesday, February 12, 2025 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.