

AGENDA – Travel Paso Executive Committee Special Meeting



Friday, March 10, 2023 – 9:00am
MEETING LOCATION: SOLTERRA STRATEGIES
1405 Spring Street, Suite 203, Paso Robles, CA 93446

Virtual Options for Public Participation:

<https://us02web.zoom.us/j/85035242500?pwd=QVZJWHA2bEpMZGkyYXJQaDVHMiZyUT09>

Meeting ID: 850 3524 2500 Passcode: 383984

Dial: (669) 900-6833

CALL TO ORDER	A. VILICANA
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1. Roll Call

PUBLIC COMMENT	A. VILICANA
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2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	A. VILICANA
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- Governor Newsom Terminated the State’s COVID-19 State of Emergency – AB 361 Sunsets

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

3. Visit SLOCAL Advocacy Efforts for Increase in State Employee Per Diem Rates
 - a. Travel Paso Letter of Support to Senator Laird

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. Destination Showcase on March 23, 2023 – Open to all hospitality partners

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

5. Review January and February 2023 Financials
6. Update on Proposals Received for Organizational Management, Marketing, and SEO
 - a. RFP Deadline was March 1, 2023

Imperative #3: Define, Develop and Steward the Paso Robles Brand

7. Update on Savor Real California Campaign Launched on January 23, 2023
8. Re-Cap of Visit CA Outlook Forum – March 6-9, 2023
9. Update on San Jose Earthquakes On-Site Event on June 15, 2023 – Travel Paso/ PRWCA Collaboration

Imperative #4: Build and Leverage Relationships with our Partners

10. Re-Cap of Travel Paso Presentation to the City of Paso Robles – February 21, 2023
11. City of Paso Robles – July 4th Event Sponsorship Request
12. Wine Business Monthly – 2023 Central Coast Insights Sponsorship Request – March 28, 2023

Next Executive Committee Meeting: April 12, 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.