

AGENDA – Travel Paso Executive Committee Special Meeting



Wednesday, April 12, 2023 – 3:30pm
MEETING LOCATION: SOLTERRA STRATEGIES
1405 Spring Street, Suite 203, Paso Robles, CA 93446

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

1. Roll Call

PUBLIC COMMENT

A. VILICANA

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILICANA

- Diane Zannotti, Office of Congressman Jimmy Panetta

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA / S. JACOB

Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. Mid-Week, Group, and Corporate Travel Initiatives
 - a. Re-Cap of Corporate Meeting Planner FAM and Final Budget

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

4. Travel Paso Financial Accounts
 - a. Consider Proposal from One Wealth Management
 - b. Insured Cash Sweep Accounts - Pacific Premier + American Riviera Banks
5. March 2023 Financials
6. RFP Updates and Recommendations
 - a. Brand Marketing
 - b. Media Procurement/Digital Strategy
7. Board Elections and Marketing Committee Recruitment
 - a. Nominating Committee
 - b. Timeline for Recruitment + Ballots
8. Budget Process for Fiscal Year 2023/24
 - a. Income Discussion
 - b. May – Present Draft Budget + Programs
 - c. June – Finalize Budget + Programs

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

9. Savor Paso Event on June 15, 2023 – Travel Paso/ PRWCA Collaboration

Imperative #4: Build and Leverage Relationships with our Partners

10. National Travel & Tourism Week - City Proclamation + Press Release - May 2

Next Executive Committee Meeting: May 10, 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.