

# AGENDA – Travel Paso Executive Committee Special Meeting



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

Alternate Location: Director McKee will participate in the meeting via teleconference from the Peppermill Resort Hotel located at 2707 S. Virginia Street, Reno, NV 89502. This location is accessible to the public.

Options for Public Participation:

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

Meeting ID: 850 3524 2500 Passcode: 383984

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>

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

3. Travel Paso Financial Accounts
  - a. Accrual Financials – March 31, 2023
  - b. Cash Financials – May 31, 2023
  - c. Update on Investment Accounts - One Wealth Management
4. Executive Committee Appointments and Marketing Committee Recruitment for FY 2023-24
  - a. Discuss Potential Appointments for Officers/Executive Committee
  - b. Discuss Recommendations for Marketing Committee Members
5. FY 23-24 Meeting Schedule

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

6. Savor Paso Event on June 15, 2023 – Travel Paso/ PRWCA Collaboration
7. Business and Marketing Plan FY 2023-24

## Imperative #4: Build and Leverage Relationships with our Partners

8. Discuss Findings from 2023 Visit SLO CAL Resident Sentiment Study
9. Unhoused Strategic Plan
10. Downtown Parking – Travel Paso Position
11. SLOCOG Board Presentation Request
12. July 4<sup>th</sup> Celebration in Partnership with the City of Paso Robles

Next Executive Committee Meeting: Tentatively Scheduled for Wednesday, July 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.