

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, September 13, 2023 – 3:30pm
MEETING LOCATION: SOLTERRA STRATEGIES
1405 Spring Street, Suite 203, Paso Robles, CA 93446

Alternate Location: Director Walton will participate in the meeting via teleconference from Sun Retreats Birch Bay located at 5001 Bay Rd, Blaine WA 98230. This location is accessible to the public.

Options for Public Participation:

<https://us02web.zoom.us/j/82719475617?pwd=T1FVjVuQ1dnZkdaWTV5eW5lRG1vdz09>

Meeting ID: 827 1947 5617 Passcode: 795932

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
----------------------	--------------------

- Mayor Martin Memorial Service – September 27, 5:30-7:00pm, Downtown City Park Gazebo
- SLO CAL Destination Summit – October 5, 2023

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

General Business

3. Review July and August 2023 Financials
4. Review Fee Proposal from Glenn Burdette to Perform Audit for FY 2022-23

Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem

5. Discuss Community Specific Data - 2023 Visit SLO CAL Resident Sentiment Study
6. Update on Downtown Parking Ad Hoc Committee
7. Update on Unhoused Strategic Plan

Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives

8. Savor Paso Event Re-Cap and Final Budget – Travel Paso/ PRWCA Collaboration
9. Concorso + Car Week Event Re-Cap
10. 2024 Community Event Marketing Program
 - a. October 20, 2023, by 5:00 p.m. – Applications due
 - b. November 7, 2023 – Marketing Committee Reviews
 - c. November 14, 2023 – Board Reviews Recommendations from Marketing Committee

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

11. Update on Collaborations with PRWCA
 - a. October 26, 2023 – Denver Road Show
 - b. November 8-12, 2023 – San Diego Bay Wine & Food Festival
12. Colleen Borquez – Mid-State Fair Results at September Board Meeting
13. July 4th Celebration Financial Re-Cap in October - Partnership with the City of Paso Robles

Next Executive Committee Meeting: Tentatively Scheduled for Wednesday, October 11 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.