

AGENDA – Travel Paso Executive Committee Meeting

Wednesday, October 09, 2024 – 3:30pm
MEETING LOCATION: SOLTERRA STRATEGIES
630 14th Street, Suite B, Paso Robles, CA 93446



Options for Public Participation:

<https://us02web.zoom.us/j/88367758771?pwd=DkUoQa0aJsaYlpDtuJPpTijFKF10Bt.1>

Meeting ID: 883 6775 8771 Passcode: 719764

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

General Business

3. Review September 2024 Financials

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

4. Update on Community Event Grants due October 18, 2024
 - a. Sub Committee Meeting Dates

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

5. Discuss Central Coast Insights – 2025 Sponsorship Opportunities
6. Discuss Atascadero Fall Fest Sponsorship Opportunity

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

7. November Board Meeting:
 - a. July 4th Community Celebration Financial Re-Cap at November Board Meeting
 - b. Community Event Grants
 - c. Content Plan – Crowdriff or Lutz
 - d. Savor Paso – location in San Jose
 - e. Savor Paso 2025 Campaign – Media Buy – January – June
8. [Call for Nominations](#) for Paso Chamber Board of Directors for 2025-26 – due October 23, 2024
9. Re-Cap of SLO CAL Summit – September 25, 2024

Next Executive Committee Meeting: Wednesday, November 13, 2024 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.