

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, October 11, 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/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

NEW BUSINESS, UPDATES & DISCUSSIONS

A. VILICANA / S. JACOB

City of Paso Robles Updates

3. General Updates
4. July 4th Celebration Financial Re-Cap – John Arnold and Freda Berman
5. Holidays in the Park Update

General Business

6. Review September 2023 Financials
7. Review Latest TOT + Benchmark Reports

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

8. Hospitality Awards 2024
 - a. Review Proposed Awards
9. Tourism Caucus 2024
 - a. Target Date – May 16 or 23, 2024
 - b. Discuss Goals

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

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. ReCap of SLO CAL Destination Summit – October 5, 2023
12. Travel Paso/PR Chamber/PRWCA Tourism Collaboration Meeting – October 11, 2023
 - a. Resident Sentiment Study Take Aways – Discuss Narratives/Campaigns to be Developed
13. Update on Collaborations with PRWCA
 - a. October 26, 2023 – Denver Road Show
 - b. November 8-12, 2023 – San Diego Bay Wine & Food Festival

Next Executive Committee Meeting: Wednesday, November 8, 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.