

AGENDA – Travel Paso Executive Committee Meeting



Thursday, November 9, 2023 – 9:00am
MEETING LOCATION: SOLTERRA STRATEGIES
1405 Spring Street, Suite 203, Paso Robles, CA 93446

Alternate Location: Director Villicana will participate remotely via conference call from Lakeside Lodge located at 13500 Clemson Blvd., Seneca, SC 29678. This location is accessible to the public.

Options for Public Participation:

<https://us02web.zoom.us/j/82719475617?pwd=T1FlVjVuQ1dnZkdaWTV5eW5lRG1vdz09>

Meeting ID: 827 1947 5617 Passcode: 795932

Dial: (669) 900-6833

CALL TO ORDER	A. VILICANA
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1. Roll Call

PUBLIC COMMENT	A. VILICANA
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2. Public Comment (On Non-Agenda Items)

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

3. SLO County Family-Friendly Workplaces – Assessment and Award Program
4. Paso Robles Welcome Sign and Tourism Communications

General Business

5. Review October 2023 Financials
6. Review Latest TOT + Benchmark Reports

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

7. Review Hospitality Awards 2024
8. Tourism Caucus 2024
 - a. Target Date – May 23, 2024
 - b. Discuss Goals
 - c. Scholarships

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

9. 2024 Community Event Marketing Program
 - a. Review Recommendations from Marketing Committee
 - b. Make Recommendations to Board for Action on November 14, 2023
10. Review Budget Options for Upcoming Marketing Campaigns
11. Stadium Partnerships 2024

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

12. Update on Collaborations with PRWCA
 - a. Re-Cap of Denver Road Show – October 26, 2023
 - b. San Diego Bay Wine & Food Festival – November 8-12, 2023

Next Executive Committee Meeting: Wednesday, December 13, 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.

