

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, November 13, 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=DkUoQa0aJsaYlpDtuJPPtIjFKFI0Bt.1>

Meeting ID: 883 6775 8771 Passcode: 719764

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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General Business

3. Review October 2024 Financials

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

4. Community Event Marketing Grants
 - a. Review Recommendations from Sub Committee + Marketing Committee + Team Travel Paso
 - b. Make Final Recommendation to the Board for Action on November 18, 2024
5. Tourism Economics Studies in collaboration with Visit SLO CAL
 - a. Lodging Forecast
 - b. Economic Impact Study 2024

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

6. Update on 2025 Savor Paso Event
 - a. Location Options and Status
7. 2025 Savor Paso Media Campaign
 - a. January – June 2025
 - b. Review Budget for Media Spends
8. Central Coast Insights / WiVi – 2025 Sponsorship
9. Update on Atascadero Fall Fest Sponsorship Opportunity
10. 2025 Tourism Round Up – May 8, 2025
 - a. Venue RFP Review
 - b. Keynote Speaker

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

11. Re-cap of Collaboration Meeting with PRWCA and Paso Robles Chamber – October 22, 2024
12. July 4th Community Celebration Financial Recap at November 18, 2024 Board Meeting
13. Mid-State Fair 2025 Proposal / Agreement – January 21, 2025 Board Meeting

Next Executive Committee Meeting: Wednesday, December 11, 2024 at 3:30pm

Travel Paso Holiday Cocktails – Wednesday, December 4 – 5-6:30 pm at 1122

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.