

## AGENDA – Travel Paso Executive Committee

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**Wednesday, November 9, 2022 – 3:30pm**  
**HYBRID FORMAT**

Video Conference Link:

<https://us02web.zoom.us/j/85035242500?pwd=QVZJWHA2bEpMZGkyYXJQaDVHMjZyUT09>

Meeting ID: 850 3524 2500 Passcode: 383984

Dial: (669) 900-6833

In-Person Meeting Location: Solterra Strategies  
1405 Spring Street, Suite 203, Paso Robles, CA 93446

<b>CALL TO ORDER</b>	<b>A. VILICANA</b>
1. Roll Call	
<b>PUBLIC COMMENT</b>	<b>A. VILICANA</b>
2. Public Comment (On Non-Agenda Items)	
<b>ANNOUNCEMENTS</b>	<b>A. VILICANA</b>
<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>A. VILICANA / S. JACOB</b>
<u>Imperative #1: Actively Lead the Tourism Community in Paso Robles</u>	
3. Mid-Week and Corporate Travel Strategy	
a. Corporate Meeting Planner FAM – March 22-24, 2023	
i. RFP Updates	
ii. Guest Invites – November 30 <sup>th</sup> Deadline	
iii. Paso in a Box – November 30 <sup>th</sup> Deadline	
1. Webinar – January 12, 2023 at 11am	
<u>Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization</u>	
4. Strategic Plan 2023 - Updates	
5. Draft Audit Report	
6. Review October 2022 Financials	
7. RFP Process + Timeline for Contracts - Organizational Management, Marketing, SEO	
<u>Imperative #3: Define, Develop and Steward the Paso Robles Brand</u>	
8. Advertising/Media Plan	
a. January – June 2023	
b. Bottle It Up Video	
9. Sponsorships – Earthquakes 2023 Recommendation	
<u>Imperative #4: Build and Leverage Relationships with our Partners</u>	
10. Community Events Marketing Program Grant	
a. Recommendations for Funding to the Board of Directors	
<u>Next Executive Committee Meeting: December 14, 2022 at 3:30pm</u>	

### 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.