

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, December 13, 2023 – 3:00pm
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

General Business

3. Update on Travel Paso Investments – Anne Crabbe, Optimum Wealth Paso
4. Review November 2023 Financials
5. Review Latest TOT + Benchmark Reports

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

6. Paso Robles Welcome Sign and Tourism Communications – Scott Smith, Legacy Sign

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

7. Stadium Partnerships 2024 – Review Contracts and Authorize Signature
 - a. The Sharks
 - b. Earthquakes

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

8. PRWCA Annual Dinner – February 8, 2024

Next Executive Committee Meeting: Wednesday, January 10, 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.