

## AGENDA – Travel Paso Executive Committee Meeting



**Wednesday, January 10, 2024 – 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

#### General Business

3. Review December 2023 Financials
4. Review Latest TOT + Benchmark Reports
5. Travel Paso Annual Report Submitted to the City of Paso Robles
6. Annual Audit Update
7. January Board Meeting Agenda Items

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

8. Paso Robles Welcome Sign and Tourism Communications
  - a. Review Compensation Options for Travel Paso and Partners
  - b. Discuss Next Steps
9. Hospitality & Tourism Awards Program
  - a. Nominations Open: January 15, 2024 – March 31, 2024
10. 2024 Tourism Round-Up – May 23, 2024
  - a. RFP for Venue
11. Local Scholarships
  - a. Updates
12. Downtown Parking - \$1 per hour fee adopted by City Council

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

13. Update on Savor Paso Marketing Campaign
  - a. Sharks Game – January 20

#### Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

14. Re-Cap of Holidays in the Park and New Year's Eve Concert
15. PRWCA
  - a. Credit Balance
  - b. Annual Membership Dues + Podcast Sponsorship
  - c. Annual Dinner – February 8, 2024

Next Executive Committee Meeting: Wednesday, February 14, 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.