

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, February 14, 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
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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. Consider [Sponsorship Opportunities for The Revival Livestock Show](#) – April 12-14, 2024, PR Event Center
4. Consider a [Letter to Senator Laird](#) Regarding Legislation to Make Direct-to-Consumer Shipping and Online Sales Permanent for Distilleries.

General Business

5. Review January 2023 Financials
6. Review Latest TOT + Benchmark Reports
7. Review Annual Audit for FY 22-23

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

8. Paso Robles Welcome Sign and Tourism Communications
 - a. Review Additional Information from Legacy Sign
 - b. Discuss Next Steps
9. [Hospitality & Tourism Awards Program](#)
 - a. Nominations Open: January 15, 2024 – March 31, 2024
 - b. Discuss Distinguished Leader Award Nominations
 - c. Discuss Judges for 2024 Awards Program
10. 2024 Tourism Round-Up – May 23, 2024
 - a. RFP for Venue due February 23, 2024
 - b. Lynn Carpenter, Visit CA, Confirmed as Key Note Speaker

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

11. Update on Savor Paso Marketing Campaign

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

12. Travel Paso and PRWCA - Visit CA Poppy Awards Finalist, Best Strategic Partnership Destination Category
13. Savor Paso in San Jose (PayPal Park) Date Confirmed – June 13, 2024
14. Paso Robles Chamber of Commerce 2024 Gala – March 23, 2024

Next Executive Committee Meeting: Wednesday, March 13, 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.

