

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, April 10, 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/82719475617?pwd=T1FVjVvUQ1dnZkdaWTV5eW5lRG1vdz09>

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 March 2024 Financials
4. Board Elections and Marketing Committee Recruitment
 - a. Nominating Committee
 - b. Timeline for Recruitment + Ballots
5. Budget Process for Fiscal Year 2024/25
 - a. Income Discussion
 - b. May – Present Draft Budget + Programs
 - c. June – Finalize Budget + Programs

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

6. Paso Robles Welcome Sign and Tourism Communications
 - a. Discuss Next Steps
7. Hospitality & Tourism Awards Program
 - a. Nominations Closed March 31, 2024
 - b. Discuss Distinguished Leader Award Nominations
 - c. Judging Panel Finalized – Process to determine Winners - April 2024
8. 2024 Tourism Round-Up – May 23, 2024
 - a. Location: Oyster Ridge Barn
 - b. Lynn Carpenter, Visit CA - Key Note Speaker
 - c. Review Program Details
 - d. Budget and Pricing for Partners
9. TravelPaso.com
 - a. Update on Strategies for Lodging Partner Listing/Where To Stay Page

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

10. Update on Savor Paso Marketing Campaign
11. Discuss San Jose Sharks Stadium Sponsorship Renewal – due May 1, 2024
 - a. Sharks Presenting at April 16 Board meeting

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

12. Savor Paso in San Jose (PayPal Park) – June 13, 2024
 - a. Registration Open and Tickets on Sale

Next Executive Committee Meeting: Wednesday, May 8, 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.