

AGENDA – Travel Paso Executive Committee Meeting



Wednesday, August 14, 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/88367758771?pwd=DkUoQa0aJsaYlpDtuJpPtiJFKFI0Bt.1>

Meeting ID: 883 6775 8771 Passcode: 719764

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

Presentations

3. Update on Travel Paso Investments - Anne Crabbe, One Wealth Management
 - a. Discuss Potential Changes to Investment Strategy
4. Emily Jagger, Scholarship Manager, The Community Foundation SLO County

General Business

5. Review July 2024 Financials
6. Discuss Next Steps for Audit
7. Matt Masia Celebration of Life – September 3, 2024 at Mid-State Fairgrounds
 - a. Consider Potential Donation in His Name – PRHS FFA Boosters, PR Bearcat Boosters, Leukemia and Lymphoma Society

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

8. Community Event Grants
 - a. Aug. 19 – Oct. 18 – Application Period
9. Discuss Framework for Giving Back Scholarship Program
 - a. Define Scholarship Goals
 - b. Review Options
 - c. Recommendation for Initial Investment/Endowment
 - d. Timeline for Implementation

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

10. Savor Paso Re-Cap and Financial Update
11. Concorso Italiano, August 17, 2024
12. San Jose Earthquakes Sponsorship - Renewal Deadline September 1, 2024
13. Pacific Wine and Food Classic, September 21, 2024

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

14. July 4th Community Celebration Financial Re-Cap at September Board Meeting
15. 2024 Mid-State Fair Re-Cap at September Board Meeting
16. SLO CAL Summit – September 25, 2024

Next Executive Committee Meeting: Wednesday, September 11, 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.