

APPROVED MEETING MINUTES – Travel Paso Board of Directors
Regular Meeting



Tuesday, May 12, 2026 – 3:00 pm

Meeting Location: Paso Robles & Templeton Chamber of Commerce and Visitor Center
Conference Room, 1314 Spring Street, Paso Robles, CA 93446

Members of the public had the option to participate virtually or in-person.

CALL TO ORDER & ROLL CALL

1. The meeting was called to order at 3:09pm by Secretary/Treasurer Gretchen Roddick with a roll call.

Present: John Arnold, Matthew Kleefisch, Angela McKee, David Morneau, Hemant Patel, Gretchen Roddick, Alex Villicana

Absent: Victor Popp, Kaitlin Walton

Staff: Stacie Jacob

Guests: Ashlee Akers (Visit SLO CAL), Molly Cano (Visit SLO CAL), Councilmember Gregory (City of Paso Robles), Brad Rubin (Vingage), Paul Sloan (City of Paso Robles), Jamie Smith (Foreword Brand Marketing)

PUBLIC COMMENT

2. No public comment.

ANNOUNCEMENTS

- None

CONSENT AGENDA

3. Meeting Minutes from Board of Directors Meeting on April 21, 2026
4. Meeting Minutes from Executive Committee Meeting on May 6, 2026
5. March 2026 Community Performance Report (Visit SLO CAL)
6. TOT Summary (City of Paso Robles)
7. TOT by Lodging Category Report (City of Paso Robles)
8. February 2026 TOT by Segment Report (Visit SLO CAL)
9. March 2026 Wine Sales Summary (Visit SLO CAL)

MOTION: Approve the Consent Agenda, as presented. It was moved by David Morneau, seconded by Hemant Patel, and passed 6-0 with a roll call vote. Gretchen Roddick arrived late and did not vote on this item.

NEW BUSINESS, UPDATES & DISCUSSIONS

Marketing & Media Highlights

10. Travel Paso [April 2026 Marketing Report](#): Staff and consultant partners presented the monthly marketing update, including a review of current campaigns, public relations activities, media coverage, website and digital marketing performance, social media metrics, group sales efforts, and upcoming promotional initiatives. The Board discussed marketing performance, upcoming campaigns, and industry trends. Staff responded to questions and received feedback from Board members. No action was taken.

11. Visit California Tourism Summit at People Inc., New York City (April 21–23): The summit provided Travel Paso with a valuable opportunity to showcase the destination directly to 21 editors and media managers representing publications such as Food & Wine, Real Simple, and Travel + Leisure. Travel Paso highlighted Etto pasta and local Rhône varietals, generating strong engagement, repeat interactions, and positive destination recognition. Paso Robles was one of only three California wine regions/DMOs invited by Visit California to participate, alongside Napa and Sonoma.

General Business

12. April 2026 Month End Financial Report:

- a. Income totaled \$120,668 and expenses totaled \$143,419. As of April 30, 2026, Travel Paso's equity position is \$919,381.61.
- b. The approved budget for FY 2025-26 included a withdrawal of approximately \$274,00 from investment account. \$100,000 was transferred in April 2026 and is reflected on the balance sheet. It is anticipated that a second transfer will likely occur in May 2026.

MOTION: Approve the March 2026 month end financial report, as presented. It was moved by Alex Villicana, seconded by John Arnold, and passed 6-0 with a roll call vote. Gretchen Roddick arrived late and did not vote on this item.

13. Update on Travel Paso Board + Marketing Committee Recruitment:

- a. Applications for both the Board of Directors and Marketing Committee were due April 30, 2026.
- b. Four Directors with Terms Expiring 06/30/26:
 - i. 3 Lodging Seats and 1 Community-At-Large Seat
 - ii. Seven applications received – two incumbents and five new candidates.
- c. Twenty-one applications were received for the Marketing Committee – 16 incumbents and 5 new candidates.
- d. The Nominating Committee is reviewing applications and will bring a recommended slate to the Board for consideration at the June meeting.

14. Update on Procurement Process + Timeline for Consultant Contracts:

Stacie Jacob will draft the consultant contracts and Civitas will review. The contracts will be brought to the Board for review and approval at the June meeting.

15. Discussion of Program Priorities & Budget for FY 2026-27:

- a. Income Goal: A revenue neutral goal of \$1,900,000 was discussed at the April Board meeting.
- b. Program Priorities: Priorities discussed included group sales/mid-week meetings, new website, Let's Go to Paso brand awareness campaigns, building marketing toolkit and assets, and continued collaboration with strategic partners.
 - i. Visit SLO CAL Co-ops: Travel Paso is interested in partnering on Sojern media buy, economic impact and visitor profile studies, media event in San Francisco, media and meetings mission to Dallas (direct fly market), Del Mar Food & Wine Festival, FAM hosting. More information is needed on Hotelbed's digital marketing campaign opportunity, the meetings and group research by Heart Mind Strategies, and digital asset management platform. Travel Paso may attend Associations West Seasonal Spectacular and IPW with lodging partners to focus specifically on Paso Robles.
 - ii. New Website: Consider hiring Vingage to conduct exploration in two phases - Phase 1: Discovery & Audit, Phase 2: Platform Selection & Architecture.
 - iii. Paid Advertising: Consider reducing paid media spend and redirect funds to "re-tool" assets like the website and story campaigns (photos, videos, etc.) to support Let's Go to Paso campaigns and attracting meeting planners/group sales.
 - iv. CA Road Show: In-state activities that bring Paso Robles to target markets: Los Angeles, Orange County, and the Bay Area through cultural venues with authentic Paso connections. Each stop pairs Paso wine, spirits, food, and storytelling with a venue partner already rooted in that region, giving guests a credible, immersive preview of a Paso visit.
 - v. Community Event Grants Allocation: Consider reducing the total amount or re-allocate to events driving "heads in beds".
- c. Final Program Priorities and Budget will be presented at the June Board Meeting.

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

16. National Travel & Tourism Month: May is National Travel & Tourism Month. The City Council issued a proclamation at their meeting on May 5, 2026. Stacie Jacob, Gretchen Roddick, and Angela McKee attended.

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

17. 2026 Tourism Round Up: The post-event survey has gone out. The Board commented that they enjoyed the event and thought the content and speakers were excellent. A more in-depth re-cap will occur once the survey results are in.
18. Update on Group Sales Efforts:
 - a. IPW – The conference will take place in Fort Lauderdale on May 17-21, 2026. Julia Meyers and Kevin Whelan will attend to represent Travel Paso.
 - b. MPI Southern CA Chapter will hold their Board meeting in Paso Robles – May 18-19, 2026. Travel Paso submitted a proposal to host WeCon 2027 utilizing the downtown campus concept. A site visit is scheduled for May 17, 2026.
 - c. Cherry Bombe – September 25-27, 2026 in Paso Robles: The weekend schedule/itinerary was announced, and early bird weekend passes are on sale through June 30, 2026.

Objective #3: Foster Constructive Relationships and Strengthen Existing Partnerships

19. 2026 Travel Paso Scholarship Program: 8 Scholarships Awarded (\$2,500 each)
20. Paso Robles Wine Month – Collaboration with PRWCA + Paso Robles Cab Collective
 - a. A Virtual Town Hall was held on May 1, 2026 covering all of the ways tourism partners can get involved and leverage the campaign’s momentum to drive business.
 - b. Sweepstakes – Live Now Through May 31, 2026. The goal is to get 3,000 entries
 - c. Wineries, Lodging, & Hospitality Partners Encouraged to Host Events + Specials
21. City of Paso Robles Updates:
 - a. Sponsorships are available for the July 4th Community Celebration.
22. Community Updates:
 - b. Visit SLO CAL:
 - Ashlee Akers is new VP of Communications
 - “Turns Well Taken” is Visit SLO CAL’s new 2026 regional brand campaign
 - Group Sales Round Table held quarterly
 - Recently released Co-op opportunities for FY 2026-27 – Sojern, FAMs, Spartan Race, etc.
 - c. PRWCA: No Updates

FUTURE AGENDA ITEMS

ADJOURN

The meeting was adjourned at 5:01 pm.

NEXT MEETING IS SCHEDULED FOR JUNE 16, 2026 at 3pm