

AGENDA – Travel Paso Executive Committee Meeting

Wednesday, July 8, 2026 – 3:30pm
MEETING LOCATION: SOLTERRA STRATEGIES
630 14th Street, Suite B, Paso Robles, CA 93446



Options for Public Participation:

<https://us02web.zoom.us/j/84338003435?pwd=SFQZ194CTab69tKtJAA8pGp82erv8R.1>

Meeting ID: 843 3800 3435 Passcode: 966326

Dial: (669) 900-6833

CALL TO ORDER	A. MCKEE
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1. Roll Call

PUBLIC COMMENT	A. MCKEE
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2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	A. MCKEE
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NEW BUSINESS, UPDATES & DISCUSSIONS	A. MCKEE / S. JACOB
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General Business

3. Review June 2026 Financials
 - a. FY: 26 Year End Financials – September
4. Travel Paso Board + Executive Committee for FY 2026-27
 - a. Board Resignations and Discuss Board Appointments
 - i. John Arnold Resignation – Term Expires 06/30/27
 - ii. Benny Candali Resignation – Term Expires 06/30/28
 - b. Discuss Executive Committee for FY 2026-27
 - i. Authorize Officers on TP Accounts/Update Signature Card – July Board Meeting
5. Onboarding Process for New Board Members
 - a. Conflict of Interest Policy + Statements – Board Members Review/Submit Annually
 - b. On Boarding /Training/ Brown Act Training / Meeting Schedule
6. FY: 26 Audit – November / January
7. FY: 26 PRTID Annual Report – September

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

8. Community Event Marketing Grants- Application Period: August – November
9. Scholarship Allocation – September

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

10. 2026 Savor Media Campaign – Results at September Board Meeting

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

11. Re-Cap of July 4th Community Celebration – Financials at November Board Meeting
12. PRWCA – Re-Cap of Wine Festival – July Board Meeting
13. SLOCOG – Roads Sales Tax Ballot Measure – July Board Meeting

Next Executive Committee Meeting: Wednesday, August 12, 2026 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.