PASO ROBLES, CA

AGENDA

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
Tuesday, April 17, 2018 at 3:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. **CALL TO ORDER**
2. **PUBLIC COMMENT (On Non-Agenda Items)**

ANNOUNCEMENTS **D. Stroud**

CONSENT AGENDA (Action Required) **D. Stroud**

3. **Review/Approve March 20, 2018 Minutes**
4. **Big Red Marketing March 2018 Monthly Marketing Report**
5. **Kraftwerk Media – March 2018 Report and Ad Words**
6. **Solterra Strategies March 2018 Media Report**
7. **Travel Paso STR Report February 2018**
8. **SLO CAL STR Report February 2018**
9. **Review/Approve March Financials**
   a. February Financial Review

UPDATES & DISCUSSIONS (Board Recommendation/Action Required) **D. Stroud**

10. **Review and Consider Approving RFP for Agency of Record (Action)**
11. **Review Strategic Plan Insight Reports and Draft Vision/Mission Statements**
12. **Review Action Plan and Timeline for Travel Paso Digital Marketing Audit**
13. **Review and Consider Approving Concerts in the Park Sponsorship for 2018 (Action)**
14. **Review and Consider Approving Amendment to February 20, 2018 Board Meeting Minutes (Action)**
15. **Executive Director Report**

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.