



AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, January 21, 2020 – 2:00p.m.

Allegretto Vineyard Resort, 2700 Buena Vista Drive, Paso Robles, CA 93446

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

ANNOUNCEMENTS

J. ARNOLD

CONSENT AGENDA (Action Required)

D. STROUD

3. Review/Approve December 2019 Travel Paso Board Meeting Minutes
4. Travel Paso December 2019 Monthly Marketing Report
5. Travel Paso December 2019 Media Engagement Report
6. Travel Paso December 2019 Campaign Results
7. Travel Paso STR Report November & December 2019
8. City of Paso Robles TOT Report November 2019
9. Visit SLO CAL STR Report November 2019
10. Executive Director Report
11. Executive Committee January 2020 Meeting Notes

NEW BUSINESS, UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

J. ARNOLD/D. STROUD

Imperative #1: Actively Lead the Tourism Community in Paso Robles

12. Paso Robles TBID Increase (Discussion)
13. Paso Robles City Council – NY Times 52 Places to Go Letter – January 21, 2020 (Presentation)
14. SLO Marathon – Search for New Location (Discussion)

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

15. Review and Consider Approving December 2019 Financials (Action)
16. Review and Consider Approving FY2019-20 Budget Reallocation (Action)
 - a. FY19-20 Updated Marketing Program of Work
 - b. Proposed Rollover + Revenue Budget
 - c. Proposed Contract Outline for 2020 Marketing Services
 - d. Travel Paso Organizational Chart

Imperative #3: Define, Develop and Steward the Paso Robles Brand

17. Destination Brand Launch and Website Project Updates (Discussion)

Imperative #4: Build and Leverage Relationships with our Partners

18. Community Updates (Discussion)

- SLO CAL TMD Renewal and Board Update – V. POPP
- Conference Center Update – D. STROUD



ADJOURNMENT: To Next Regular Scheduled Board Meeting February 18, 2020

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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.