



AGENDA – Travel Paso Board of Directors – Regular Meeting

**Tuesday, March 17, 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)
3. PRESENTATION – City of Paso Robles Staff – 2-year Budget Presentation and Public Feedback

**ANNOUNCEMENTS**

**J. ARNOLD**

**CONSENT AGENDA (Action Required)**

**D. STROUD**

4. Review/Approve February 18, 2020 Travel Paso Board Meeting Minutes
5. Travel Paso February 2020 Monthly Marketing Report
6. Travel Paso February 2020 Media Engagement Report
7. Travel Paso STR Report January 2020
8. City of Paso Robles TOT Report January 2020
9. Visit SLO CAL STR Report January 2020
10. Executive Director Report

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

**J. ARNOLD/D. STROUD**

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

11. COVID-19 Update / Announcements
12. Paso Robles TBID Increase (Discussion)
13. Review and Consider Approving Board Election Schedule and Nominating Committee Procedures (Action)

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

14. Review and Consider Approving February 2020 Financials (Action)
15. Review and Consider Date Change for April 2020 Board Meeting (Action)

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

16. Destination Brand Campaign and Website Project Updates (Discussion)
  - Short-Term/Long-Term Drive Market Campaigns
  - iHeart Radio Co-Op with PRWCA

**Imperative #4: Build and Leverage Relationships with our Partners**

17. Community Updates (Discussion)
  - SLO CAL Board Update – V. POPP
    - Strategic Direction 2023 Feedback Session (March 17, 2020)
    - DMS Priorities (March 18, 2020)

- **Conference Center Update – D. STROUD**
- **Update on City of Paso Robles Wayfinding Signage Project**
- **Solicit Appointment from Board for City Downtown Parking Commission**



**ADJOURNMENT: To Next Regular Scheduled Board Meeting April 15, 2020 (Proposed)**

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.