

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, May 19, 2020 – 3:00 p.m.

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/83473278306?pwd=QzVSdWFZczdVOStia1YvcXYyeTYxUT09>

Meeting ID: 834 7327 8306 Password: 175067

Access via phone if computer microphone not in place: 1-669-900-6833

1. CALL TO ORDER – Note: Action taken by Board will be recorded via a roll call vote.
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

City of Paso Robles Presentation – Community Priorities for Budget Planning

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve March 17 and April 15, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso March and April 2020 Monthly Marketing Report
5. Travel Paso – March and April Public Relations/Media Engagement Report
6. STR Report – February and March 2020 (Travel Paso)
7. STR Report – February and March 2020 (SLO CAL)
8. Executive Committee April 9 and May 6, 2020 Meeting Notes

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

J. ARNOLD/S. JACOB

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

9. COVID-19 – Updates / Marketing Update
  - a. Locals Campaign - #PasoStrong
  - b. Reopening Campaign – Savor Real California Road Trips
10. Community Events/Grants Update

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

11. Operational Updates
12. Review and Consider Approving March 2020 and April 2020 Financials (Action)
13. Nominating Committee Board Elections and Officer Team 2020 -2021 (Action)

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

14. Website Updates

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

15. Community Updates (Discussion)
  - c. Visit SLO CAL Board Update – V. POPP
  - d. COVID-19 - Collaboration updates

**ADJOURNMENT: To Next Scheduled Meeting June 16, 2020 - 3:00 p.m.**

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.