

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, June 16, 2020 – 3:00 p.m.

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87104588162?pwd=b2pRU3dqUllmT1FNbjI2cUdFRDZFQT09>

Meeting ID: 871 0458 8162 Password: 078764

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

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve May 19, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso May 2020 Monthly Marketing Report
5. Travel Paso May Public Relations/Media Engagement Report
6. STR Report April 2020 (Travel Paso)
7. STR Report April/May 2020 (SLO CAL)
8. Tourism Economics Monthly Forecast – June 2022
9. April 2020 Travel and Tourism Community Dashboard
10. Executive Committee May 11, 2020 Meeting Notes

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

J. ARNOLD/ S. JACOB

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

11. COVID-19 – Marketing Update
 - a. Locals/ Reopening Campaign - #SavorPaso
 - b. Road Trips Campaign – Savor Real California

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

12. Operational Updates
13. Review and Consider Approving May 2020 Financials (Action)
14. By Laws Amendment (Action)
15. Fiscal Year 2020-2021 Budget (Action)

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

16. Website Updates

Imperative #4: Build and Leverage Relationships with our Partners

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

ADJOURNMENT: To Next Scheduled Meeting July 21, 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.