

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, July 21, 2020 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/85425184002?pwd=bGQyUC9WU2UvZlhrdWRZTUhiT3VFdz09>

Meeting ID: 854 2518 4002 Password: 829500

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 by Tom Frutchey – Revenue proposals for November ballot

CONSENT AGENDA (Action Required)

S. JACOB

- 3.** Review/Approve Travel Paso June 16, 2020 Board Meeting Minutes
- 4.** Travel Paso June Marketing Report
- 5.** Travel Paso June Public Relations/Media Engagement Report
- 6.** May Arrivalist Report
- 7.** May Tourism Economics Report
- 8.** STR Report May 2020 (Travel Paso)
- 9.** STR Report May 2020 (SLO CAL)
- 10.** Visit SLO CAL Equity and Inclusion Statement
- 11.** Executive Committee July 16, 2020 Meeting Minutes

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

J. ARNOLD/ S. JACOB

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

- 12.** COVID-19 Updates – Paso Robles Tourism Ecosystem
- 13.** Marketing Update
 - Public Relations Year End Report
 - SLOcals Campaign – #SavorPaso
 - Fall Campaign – Savor Real California Road Trips
 - Canossa Grand Tour sponsorship request (**Action**)

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

- 14.** Review/Approve June 2020 Financials (**Action**)
- 15.** Fiscal Year 2020-2021 Marketing Contracts (**Action**)

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

- 16.** Website Updates

Imperative #4: Build and Leverage Relationships with our Partners

- 17.** City of Paso Robles – Revenue proposals for November ballot (**Action**)
- 18.** Community Updates (Discussion)
 - Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting August 18, 2020 - 3:00 pm

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 Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.