

**Tuesday, January 18, 2022 – 3:00 pm**

**Meeting Format: Virtual**

Video Conference – URL:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914

Passcode: 083394

Call-In Phone Number: (669) 900-6833

**CALL TO ORDER**

**J. ARNOLD**

1. Roll Call – Note: Action taken by Board will be recorded via a roll call vote

**INVOKE AB 361 (Action Required)**

**J. ARNOLD**

2. Consider [Resolution 22-001](#) Authorizing Teleconference for Meetings Pursuant to AB 361

**PUBLIC COMMENT**

**J. ARNOLD**

3. Public Comment (On Non-Agenda Items)

**ANNOUNCEMENTS**

**J. ARNOLD**

- Travel Paso is a finalist for the Poppy Awards
- [Bovine Classic - Presentation by Bryan Yates](#)

**CONSENT AGENDA (Action Required)**

**S. JACOB**

4. Meeting Minutes from Special Board Meeting on December 16, 2021
5. Meeting Minutes from Executive Committee Meeting on January 12, 2022
6. Travel Paso November and December Marketing Reports
7. Travel Paso November and December Media Reports
8. November Business Intelligence Report
9. October and November STR Reports (Travel Paso)
10. October and November Covid-19 Recovery Tracker
11. September and October TOT by Segment Reports
12. TOT Summary by Lodging Category

**NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)**

**J. ARNOLD/S. JACOB**

*Reference January Board of Directors Meeting Deck*

Imperative #4: Build and Leverage Relationships with our Partners

13. Chamber / PRWCA Collaboration Update and Next Steps
14. City of Paso Robles Updates
15. Community Updates
  - a. Visit SLO CAL Board Update – V. Popp

[Imperative #1: Actively Lead the Tourism Community in Paso Robles](#)

16. Mid-Week and Corporate Travel Strategy
  - a. Corporate Travel Task Force – Report on Q1 Activities

[Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization](#)

17. December 2021 Financials (Action)
18. Budget Updates – January 2022 (6-month review) (Action)
19. PRTID Renewal Updated Timeline (Action)
  - a. Travel Paso Memo to City Addressing Initial Comments
  - b. City's Response to Memo for Discussion

[Imperative #3: Define, Develop and Steward the Paso Robles Brand](#)

20. Marketing – New Ideas for 2022 (Action)

**OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS**

**S. JACOB**



**ADJOURN: To Next Regularly Scheduled Meeting February 15, 2022 - 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.