

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, January 19, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWWhpZ1psN0JMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914

Passcode: 083394

Access via phone if computer microphone is not available: 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

First Step Housing Program Update from Wendy Lewis and Jeff Al-Mashat of ECHO Shelter – 15 minutes

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso November 17, 2020 Board Meeting Minutes
4. Travel Paso November and December Marketing Report
5. Travel Paso November and December Media Report
6. October and November Tourism Economics Report
7. October and November STR Report (Travel Paso)
8. October and November STR Report (SLO CAL)
9. October COVID-19 Recovery Tracking
10. October and November Arrivist Report
11. SLO CAL November and December Marketing & Trade Update
12. Travel Paso January 14, 2021 Executive Committee Meeting Minutes

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference January Board of Directors Meeting Deck

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. TOT Tax Deferral Request – January 19
 - b. Propane Reimbursement Program
 - c. Parklets

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

14. Review/Approve November and December 2020 Financials (Action)
15. FY 2020-21 Bi-Annual Budget Review and Year End Projections (Action)

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

16. Marketing Updates
 - a. Website Data and Updates
 - b. Digital Marketing – Email and Social Media
 - c. Media Summary
 - d. [Road Trip + Holiday Campaign](#) – #RealCARoadTrip
 - i. Campaign Summary with Q&A Discussion
 - e. Postcards from Paso – Launch Late January – March
 - i. Discussion and Next Steps

Imperative #4: Build and Leverage Relationships with our Partners

17. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting February 16, 2021 - 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.