

Tuesday, February 15, 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

RENEW AB 361 (Action Required)

J. ARNOLD

2. Consider [Resolution 22-002](#) renewing use of remote teleconferencing meetings under AB 361

PUBLIC COMMENT

J. ARNOLD

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

- Visit CA Outlook Forum – Travel Paso is a Finalist for the Poppy Awards

CONSENT AGENDA (Action Required)

S. JACOB

4. Meeting Minutes from Executive Committee Meeting on February 9, 2022
5. Meeting Minutes from Board of Directors Meeting on January 18, 2022
6. Travel Paso January Marketing Report
7. Travel Paso January Media Report
8. December Business Intelligence Report
9. December STR Reports (Travel Paso)
10. December Covid-19 Recovery Tracker
11. November TOT by Segment Reports

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference February Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

12. Chamber / PRWCA Collaboration – February 18 and February 25
13. City of Paso Robles Updates
14. Community Updates
 - a. Visit SLO CAL Board Updates – V. Popp
 - i. [Festivals and Events](#) – [Commitment to Collaborate](#) (Action)
 - ii. Board Update

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

15. 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

16. January 2022 Financials (Action)
17. PRTID Renewal Updates
 - a. Report Out on 2-2-1s
 - b. Procurement Policy
 - c. Next Steps



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

18. Marketing

- a. Bovine Classic – November 4-6, 2022 – Funding Request (Action)
- b. Paso Presents Campaign
- c. LA and San Jose market campaigns

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Regularly Scheduled Meeting March 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.