

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, February 16, 2021 – 3:00 pm

Via Zoom Meeting Link:

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

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

Gina Fitzpatrick, of the Paso Robles Chamber of Commerce, to discuss funding proposal – 15 minutes

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso January 19, 2021 Board Meeting Minutes
4. Travel Paso January Marketing Report
5. Travel Paso January Media Report
6. December Tourism Economics Report
7. December STR Report (Travel Paso)
8. December STR Report (SLO CAL)
9. December COVID-19 Recovery Tracking
10. December Arrivist Report
11. SLO CAL January Marketing & Trade Update
12. Travel Paso February 10, 2021 Executive Committee Meeting Minutes
13. Paso Robles Horse Park Sponsor 2020 Recap
14. ECHO February Update

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference February Board of Directors Meeting Deck

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

15. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Propane Reimbursement Program
 - b. “Keep it Local” Gift Card Program
 - c. Parklets – March

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

16. Review/Approve January 2021 Financials (Action)
17. Identify Nominating Committee (Action)

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

18. Marketing Updates
 - a. Website Data
 - b. Digital Marketing – Email and Social Media
 - c. Media Updates / IMM Trends and Highlights
 - d. Postcards from Paso – Launched January
 - e. Branded Apparel and Merchandise Review (Action)

Imperative #4: Build and Leverage Relationships with our Partners

19. Funding for Chamber of Commerce (Action)
20. City of Paso Robles
 - a. [City Council Goal Setting Workshop](#) – February 20
 - b. Travel Paso Presentation at City Council – March 2
21. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting March 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.