

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, March 15, 2022 – 3:00 pm

Meeting Format: Hybrid

In-Person Option: The SANDBOX, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option:

<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 22-003](#) renewing use of remote teleconferencing meetings under AB 361

PUBLIC COMMENT

J. ARNOLD

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

- Bill Roof is Retiring – Board Position will be vacant starting April 19, 2022
- Paso Robles Event Center schedule and California Mid-State Fair - Colleen Bojorquez
- Independence Day Celebration Proposal - Freda Berman, City of Paso Robles

CONSENT AGENDA (Action Required)

S. JACOB

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

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference March Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

12. Update on Chamber / PRWCA Collaboration – February 18 and February 25
13. City of Paso Robles Updates
 - a. General Updates
 - b. [4th of July Fireworks](#) – Freda Berman (Action)
14. Community Updates
 - a. Visit SLO CAL Board Updates – V. Popp

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

15. Mid-Week and Corporate Travel Strategy
 - a. Corporate Travel Task Force – Report on [Paso Robles Destination FAM Tour](#), March 10-13, 2022

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

16. February 2022 Financials (Action)
17. PRTID Renewal and Petition Drive Updates
 - a. Informational Webinars for Lodging Partners
 - i. March 11 at 9 am
 - ii. March 16 at 2 pm

- iii. March 23 at Noon
- 18. Draft Procurement Policy (Action)
- 19. Management Contracts – 1 Year Renewal (Action)
 - a. Solterra Strategies
 - b. Foreward Brand Marketing
 - c. Vingage
 - d. On-site Activation + Compensation for Events / Sponsorships

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

- 20. Marketing
 - a. Paso Presents Campaign
 - b. LA and San Jose market campaigns

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Regularly Scheduled Meeting April 19, 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.