

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, March 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

Sensorio Reopening and New “Light Towers” Display

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso February 16, 2021 Board Meeting Minutes
4. Travel Paso February Marketing Report
5. Travel Paso February Media Report
6. January Tourism Economics Report
7. January STR Report (Travel Paso)
8. January STR Report (SLO CAL)
9. January Arrivalist Report
10. SLO CAL February Marketing & Trade Update
11. Travel Paso March 10, 2021 Executive Committee Meeting Minutes

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference March Board of Directors Meeting Deck

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

12. COVID-19 Updates – Paso Robles Tourism Ecosystem

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

13. Review/Approve February 2021 Financials (Action)
14. Waiving TID Penalty for November 2020 (Action)
15. Solterra Strategies Contract Review (Action)
16. Nominating Committee and Recruitment Update
 - a. May 18 Board Meeting – Nominating Committee Recommendation and Board Vote
17. Marketing Committee Recruitment Process

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
 - d. Postcards from Paso – Launched January
 - i. Campaign Updates with Q&A Discussion
 - e. Spring Road Trips Campaign Overview, April – June
 - i. Q&A Discussion

Imperative #4: Build and Leverage Relationships with our Partners

19. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP
 - b. City of Paso Robles
20. Chamber of Commerce

ADJOURNMENT: To Next Scheduled Meeting April 20, 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.