

Tuesday, April 19, 2022 – 3:00 pm
Meeting Location: Training Room at The SANDBOX
1345 Park Street, Paso Robles, CA 93446

Video Conference Option for Public Participation:

<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

PUBLIC COMMENT

J. ARNOLD

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

- Bill Roof Retirement Presentation
- [City of Paso Robles](#) Updates – Ty Lewis, City Manager

CONSENT AGENDA (Action Required)

S. JACOB

3. Meeting Minutes from Executive Committee Meeting on April 8, 2022
4. Meeting Minutes from Board of Directors Meeting on March 15, 2022
5. Travel Paso March Marketing Report
6. Travel Paso March Media Report
7. February Business Intelligence Report
8. February COVID-19 Recovery Tracker
9. January TOT by Segment Reports

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference April Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

10. City of Paso Robles Updates
 - a. General Updates
 - b. July 4th – Community Celebration and Fireworks Update
11. Community Updates
 - a. Visit SLO CAL Board Updates – V. Popp
12. [Paso Tourism Ecosystem Collaborative – Collaboration Agreement](#) – Gina Fitzpatrick, Joel Peterson, and Stacie Jacob (**Action**)
13. Visitor Center Merchandise Update – Gina Fitzpatrick, Paso Robles Chamber of Commerce

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

14. Mid-Week and Corporate Travel Strategy
 - a. Recap of [Paso Robles Destination FAM Tour](#), March 10-13, 2022
 - b. Southern California Chapter Meeting Planners, May 25-27, 2022

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

15. March 2022 Financials (**Action**)
16. PRTID Renewal and Petition Drive Update
 - a. Key City Council Dates
 - i. April 19 – Resolution of Intention
 - ii. May 17 – City Council Public Meeting
 - iii. June 7 – City Council Public Meeting

- 17. Procurement Policy (**Action**)
- 18. Board Elections and Marketing Committee Recruitment (**Action**)
 - a. Identify Nominating Committee
 - b. Recruit and Solidify Ballot. Key milestone dates:
 - i. April 20: Travel Paso to email Recruitment Letter to all lodging partners
 - ii. April 29: All board members expire on 6/30/22. Determine who will run to create the slate of candidates.
 - iii. April 29: Nominating Committee to actively recruit individuals - recommend physically handing out the Recruitment Letter to individuals
 - iv. May 6: Review all interested individuals and create candidate slate
 - v. May 17: Nominating Committee presents recommendations and Board votes
 - vi. June 21: Welcome new Board Members and elect slate of officers (Ex Comm)

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

- 19. Marketing
 - a. Marketing Committee Retreat – April 26, 2022, 3-5pm
 - b. Paso Presents Campaign
 - c. LA and San Jose market campaigns

AB 361 (Action Required)	J. ARNOLD
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- 20. Discuss Meeting Format for Board and Committees
 - a. Consider [Resolution 22-004](#) invoking use of remote teleconferencing meetings under AB 361

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURN: To Next Regularly Scheduled Meeting May 17, 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.