

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, April 20, 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

Paso Robles Event Center Update – 15 minutes

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso March 16, 2021 Board Meeting Minutes
4. Travel Paso March Marketing Report
5. Travel Paso March Media Report
6. February Business Intelligence Report
7. February STR Report (Travel Paso)
8. February STR Report (SLO CAL)
9. February Arrivalist Report
10. SLO CAL March Marketing & Trade Update
11. February Covid-19 Recovery Tracker
12. Travel Paso April 14, 2021 Executive Committee Meeting Minutes

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference April Board of Directors Meeting Deck

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem

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

14. Review/Approve March 2021 Financials (Action)
15. Review Vingage Consulting Contract (Action)
16. Review Foreword Brand Contract (Action)
17. Nominating Committee Board Recruitment and Marketing Committee Recruitment Updates

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, January – March
 - i. Campaign Summary with Q&A Discussion
 - e. Spring Road Trips Campaign Overview, April – June
 - i. Campaign Update with Q&A Discussion
19. FY 2021-22 Marketing Ideas

Imperative #4: Build and Leverage Relationships with our Partners

20. Chamber of Commerce URL Discussion, Roles and Responsibilities
21. City of Paso Robles Updates
 - a. Parking Update
22. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting May 18, 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.