

Tuesday, May 17, 2022 – 3:00 pm
HYBRID MEETING

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

In-Person Meeting Location: Meeting Room at The SANDBOX
1345 Park Street, Paso Robles, CA 93446

CALL TO ORDER

J. ARNOLD

1. Roll Call

RENEW AB 361 (Action Required)

J. ARNOLD

2. Consider [Resolution 22-005](#) renewing use of remote teleconferencing under the provision of AB 361

PUBLIC COMMENT

J. ARNOLD

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

CONSENT AGENDA (Action Required)

S. JACOB

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

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference May Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

12. City of Paso Robles Updates
 - a. General Updates
 - b. July 4th – Community Celebration and Fireworks Update
13. Community Updates
 - a. Visit SLO CAL Board Updates – V. Popp
14. Paso Tourism Ecosystem Collaborative – Collaboration Agreement Update

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

15. Mid-Week and Corporate Travel Strategy
 - a. Southern California Chapter Meeting Planners, May 25-27, 2022
 - b. Wine Enthusiast Media Conference, July 31 – August 3, 2022 – PRWCA Collaboration

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

16. April 2022 Financials (**Action**)
17. Budget FY: 2022-23 – Discuss Revenue Projections (**Action**)

18. PRTID Renewal / City Council Meeting Dates
 - a. April 19 – Resolution of Intention – 5-0 Approval on Consent Agenda
 - b. May 17 – City Council Public Meeting (Discussion Item Only) – Travel Paso Presentation
 - c. June 7 – City Council Public Meeting
19. Board Elections
 - a. Discuss the Slate of Candidates for the Board of Directors
 - b. Elect Board of Directors **(Action)**

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

20. FY 2022-23 Plans and Priorities

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: Next Regularly Scheduled Meeting June 21, 2022 - 3:00 pm @ Cal Coast Brewery Special Events Space

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.