

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, May 18, 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**

Camp Roberts RFP Update from Chuck Davison – 15 minutes

**CONSENT AGENDA (Action Required)**

**S. JACOB**

3. Review/Approve Travel Paso April 20, 2021 Board Meeting Minutes
4. Travel Paso April Marketing Report
5. Travel Paso April Media Report
6. March Business Intelligence Report
7. March STR Report (Travel Paso)
8. March STR Report (SLO CAL)
9. March Covid-19 Recovery Tracker
10. March Arrivalist Report
11. SLO CAL April Marketing & Trade Update
12. Travel Paso May 12, 2021 Executive Committee Meeting Minutes

**NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)**

**J. ARNOLD/S. JACOB**

*Reference May Board of Directors Meeting Deck*

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

13. COVID-19 Updates – Paso Robles Tourism Ecosystem
  - a. Mobile Vaccine Units
  - b. June 15 Reopening

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

14. Review/Approve April 2021 Financials (Action)
15. Review/Approve FY 2021-22 Budget (Action)
16. Nominating Committee FY 2021-22 Recommendations
  - a. Board of Directors Election (Action)
  - b. Officer Election (Action)
  - c. Marketing Committee Appointment (Action)

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

17. Marketing Updates
  - a. Partner Collaboration – VCA, CCTC and PRWCA
  - b. Spring Road Trips Campaign Updates, April – June
  - c. Q2/Q3 Advertising – Red Tricycle, So Cal Billboards, Good Housekeeping/Woman’s Day Magazine
18. Website Updates

Imperative #4: Build and Leverage Relationships with our Partners

20. City of Paso Robles
  - a. Parking Commission Update
21. Community Updates
  - a. Visit SLO CAL Board Update and Representation – V. POPP (Action)

**ADJOURNMENT: To Next Scheduled Meeting June 15, 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.