

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, June 15, 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

Mid-State Fair Update, Colleen Bojorquez – 10 minutes
 2021 Concerts in the Park Sponsorship Request, Lynda Plescia – 10 minutes
 Visit SLO CAL Events & Festivals Strategy Overview, Melissa Murray – 10 minutes

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso May 18, 2021 Board Meeting Minutes
4. Travel Paso May Marketing Report
5. Travel Paso May Media Report
6. April Business Intelligence Report
7. April STR Report (Travel Paso)
8. April STR Report (SLO CAL)
9. April Covid-19 Recovery Tracker
10. April Arrivalist Report
11. SLO CAL May Marketing & Trade Update

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference June Board of Directors Meeting Deck

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

12. COVID-19
13. Corporate Travel Task Force Meeting, June 23
14. San Jose Earthquakes Sponsorship (Action)

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

15. Review/Approve May 2021 Financials (Action)
16. Roundtable for FY 2021-22 Meeting Schedule

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

17. Marketing Updates
 - a. Spring/Summer Road Trip Campaign Updates, April – August
 - b. Reopening Campaign, June 7 – July 5
18. Visit SLO CAL Events & Festivals Strategy MOU (Action)

Imperative #4: Build and Leverage Relationships with our Partners

19. Community Sponsorship Program
 - a. Concerts in the Park - \$2,250 (Action)
 - b. Independence Day Celebration (Action)
20. City of Paso Robles
 - a. Measure J Update – J. Arnold
21. Community Updates
 - a. Visit SLO CAL Board Update – V. Popp
 - b. Paso Robles Chamber of Commerce

ADJOURNMENT: To Next Scheduled Meeting July 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.