

**Tuesday, June 21, 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: California Coast Beer Company  
1346 Railroad Street, Paso Robles, CA 93446

**CALL TO ORDER**

**J. ARNOLD**

1. Roll Call

**RENEW AB 361 (Action Required)**

**J. ARNOLD**

2. Consider [Resolution 22-006](#) 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 June 16, 2022
5. Meeting Minutes from Board of Directors Meeting on May 17, 2022
6. Travel Paso May Marketing Report
7. Travel Paso May Media Report
8. April Business Intelligence Report
9. April and May STR Report (Travel Paso)
10. April COVID-19 Recovery Tracker
11. March TOT by Segment Reports

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

**J. ARNOLD/S. JACOB**

*Reference June 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 at Barney Schwartz Park
    - i. Volunteers Needed
    - ii. Travel Paso Sponsor Table
13. Community Updates
  - a. Visit SLO CAL Board Updates – V. Popp
14. San Diego Market Visit – June 23 – PRWCA Collaboration

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

15. Mid-Week and Corporate Travel Strategy
  - a. Re-Cap of 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. PRTID Renewal – Secured – 10 years
17. May 2022 Financials **(Action)**
18. Marketing Committee Appointments for FY 2022/23
  - a. Review recommendations for candidate slate
  - b. Appoint Marketing Committee Members **(Action)**
19. Executive Committee
  - a. Positions: Chair, Vice Chair, Secretary, Treasurer
  - b. Elect Executive Committee Members **(Action)**
  - c. Executive Committee Meeting Schedule for FY 2022-23
20. Board of Directors Meeting Schedule for FY 2022-23

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

21. FY 2022-23 Plans and Priorities
22. Budget for FY 2022-23 **(Action)**

New Business

23. Consider Sending Letter of Support for SB 620 **(Action)**

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<b>S. JACOB</b>
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**ADJOURN: Next Regularly Scheduled Meeting July 19, 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.