

Tuesday, July 19, 2022 – 3:00 pm
HYBRID MEETING

Video Conference Option:

https://us02web.zoom.us/j/84317479306?pwd=ucxsQjWnPJzxsrGDHtMi3AB_6NDw9E.1

Meeting ID: 843 1747 9306 Passcode: 699956

Call-In Phone Number: (669) 900-6833

In-Person Meeting Location: The Sandbox, 1345 Park Street, Paso Robles, CA 93446

CALL TO ORDER

A. VILLICANA

1. Roll Call

RENEW AB 361 (Action Required)

A. VILLICANA

2. Consider [Resolution 22-007](#) renewing use of remote teleconferencing under the provision of AB 361

PUBLIC COMMENT

A. VILLICANA

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILLICANA

- Tourism and Hospitality Economic Development Roundtable - August 1, 2022, 11 am-12 pm
- [Brown Act Training Video](#)

CONSENT AGENDA (Action Required)

S. JACOB

4. Meeting Minutes from Executive Committee Meeting on July 7, 2022
5. Meeting Minutes from Board of Directors Meeting on June 21, 2022
6. Travel Paso June Marketing Report
7. Travel Paso June Media Report
8. May Business Intelligence Report
9. May COVID-19 Recovery Tracker
10. April TOT by Segment Reports

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

A. VILLICANA/S. JACOB

Reference July Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

11. City of Paso Robles Updates
 - a. General Updates
 - b. Re-Cap of July 4th Community Celebration at Barney Schwartz Park – J. Arnold
12. Community Updates
 - a. Visit SLO CAL Board Updates – V. Popp
 - i. Events & Festivals Strategy – Aug. 12
 - ii. Visit CA Luxury Forum – Oct. 23 (Paso Day)
13. PRWCA Collaboration
 - a. Re-Cap of San Diego Market Visit – June 23
 - b. Dallas and Phoenix Market Visits

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

14. Mid-Week and Corporate Travel Strategy
 - a. Wine Enthusiast Media Conference, July 31 – August 3, 2022 – PRWCA Collaboration
 - i. Board Invitation to Welcome Reception

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

15. PRTID Renewal – Discuss Post-Formation Checklist
 - a. Review Anti-Trust Statement
 - b. Constituent Letter
 - c. Press Release
 - d. Contract – City of Paso Robles
16. Consider Approving Procurement Policy **(Action)**
17. Review and Discuss Audit
 - a. Consider Proposal from Glenn Burdette **(Action)**
 - b. Review Audit Checklist
18. Conflict of Interest Policy – Sign and Return
19. Board of Directors
 - a. Set Terms for Board of Directors – 1-year and 2-year options **(Action)**
 - b. Discuss Board Vacancy – Resignation of Paul Haught
 - c. Meeting Schedule for FY 2022-23 – 3rd Tuesday at 3pm, Hybrid format **(Action)**
20. Strategic Planning Workshop – Timeline in Process
21. Review June 2022 Financials **(Action)**

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

22. Budget Adjustments/Plans and Priorities for Q1 FY 2022-23 **(Action)**

New Business

23. Select a representative to serve on the City’s Supplemental Sales Tax Oversight Committee **(Action)**
 - a. Application and Letter of Nomination due July 21, 2022
 - b. Tentative Interview is August 2, 2022, with City Council

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: Next Regularly Scheduled Meeting August 16, 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.