

Tuesday, August 16, 2022 – 3:00 pm
HYBRID MEETING

Video Conference Option:

<https://us02web.zoom.us/j/88243266182?pwd=eWVXQmFXUHpzNjRaODVEYk5NUTM0QT09>

Meeting ID: 882 4326 6182 Passcode: 123798

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

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

CALL TO ORDER

A. VILICANA

1. Roll Call

RENEW AB 361 (Action Required)

A. VILICANA

2. Consider [Resolution 22-008](#) renewing use of remote teleconferencing under the provision of AB 361

PUBLIC COMMENT

A. VILICANA

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILICANA

CONSENT AGENDA (Action Required)

S. JACOB

4. Meeting Minutes from Board of Directors Meeting on July 19, 2022
5. Travel Paso July Marketing Report
6. Travel Paso July Media Report
7. June Business Intelligence Report
8. June STR Report
9. June COVID-19 Recovery Tracker
10. May TOT by Segment Reports (Visit SLO CAL)
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

A. VILICANA/S. JACOB

Reference August Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

13. City of Paso Robles Updates
 - a. General Updates
 - b. Re-Cap of July 4th Community Celebration – Freda Berman and Shonna Howenstine, City of Paso Robles
14. Community Updates
 - a. Visit SLO CAL Priorities for FY 2022-23 – Victor Popp
 - i. Re-Cap of Tourism and Hospitality Economic Development Roundtable – Aug. 1
 - ii. Re-Cap of Events & Festivals Strategy – Aug. 12
 - iii. Visit CA Luxury Forum – Oct. 23-26
15. PRWCA Collaboration – Joel Peterson, PRWCA
 - a. [Paso Wine on the Road](#) - Dallas and Phoenix Market Visits **(Action)**
16. Community Events - [Grant Application & Timeline](#) **(Action)**

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

17. Mid-Week and Corporate Travel Strategy
 - a. Re-Cap of Wine Enthusiast Media Conference, July 31 – August 3, 2022 – PRWCA Collaboration

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

18. PRTID Renewal – Discuss Post-Formation Checklist
 - a. Consider Approving Draft Anti-Trust Statement **(Action)**
 - b. Constituent Letter and Press Release - Distributed via Industry Newsletter and Posted on Website
 - c. Update on Contract with the City of Paso Robles
19. Discuss Vacancy on Board of Directors – 1 Seat
 - a. Review Candidate Slate and Consider Appointing a new Director **(Action)**
20. Strategic Planning Workshop – Discuss Timeline and Process
 - a. Survey - Completed
 - b. Participant Interviews with Facilitator
 - c. Marketing Committee Focus Group – September 7, 2022, 2-4pm
 - d. Phase II Workshops – October 12-14, 2022
21. Review July 2022 Financials and FY 2022-23 Budget Adjustments **(Action)**
22. Review Year-End Financials for FY 2021-22 **(Action)**

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

23. Marketing Priorities for Q1 FY 2022-23 **(Action)**

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: Next Regularly Scheduled Meeting September 20, 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.