

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, August 17, 2021 – 3:00 pm

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – URL:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWWhpZ1psNOJMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914

Passcode: 083394

Call-In Phone Number: (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

3. Civitas – TBID Renewal Team and Proposal – Kelly Rankin

CONSENT AGENDA (Action Required)

S. JACOB

4. Review/Approve Travel Paso July 20, 2021, Board Meeting Minutes
5. Travel Paso July Marketing Report
6. Travel Paso July Media Report
7. June Business Intelligence Report
8. June STR Report (Travel Paso)
9. June STR Report (SLO CAL)
10. June Covid-19 Recovery Tracker
11. June Social Media Marketing Dashboard
12. May TOT by Segment Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference August Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

14. Community Event Marketing Program – 2021 Events (Action)
 - a. Marketing Committee recommendation
15. City of Paso Robles Updates
16. Community Updates
 - a. Visit SLO CAL Board Update – V. Popp
 - b. Paso Robles Chamber of Commerce and Visitor Center

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

17. Mid-Week and Corporate Travel Strategy
 - a. Corporate Travel Task Force
 - b. San Jose Earthquakes
 - c. IPW Las Vegas, September 18-22, 2021
18. Leisure Travel Strategy

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

19. Review/Approve FY: 20-21 Financials (Action)
20. Review/Approval FY: 20-21 Year End Report (Action)
21. Review/Approve July 2021 Financials (Action)
22. TID Renewal Civitas Proposal (Action)
 - a. Assign Ad hoc TID Renewal Committee
23. Brown Act Training - September 8 at 6 pm

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

22. Marketing Updates
23. Earned Media

ADJOURNMENT: To Next Scheduled Meeting October 19, 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.