

Tuesday, September 20, 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: Oxford Suites Paso Robles, 800 4th St, Paso Robles, CA 93446

CALL TO ORDER

A. VILICANA

1. Roll Call

RENEW AB 361 (Action Required)

A. VILICANA

2. Consider [Resolution 22-009](#) 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 Executive Committee Meeting on September 14, 2022
5. Meeting Minutes from Board of Directors Meeting on August 16, 2022
6. Travel Paso August Marketing Report
7. Travel Paso August Media Report
8. July Business Intelligence Report
9. July STR Report
10. July COVID-19 Recovery Tracker
11. June TOT by Segment Reports (Visit SLO CAL)
12. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
13. 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 September Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

14. City of Paso Robles Updates
15. Community Updates
 - a. Supplemental Sales Tax Oversight Committee – V. Popp
 - b. Visit SLO CAL – V. Popp
 - i. Visit CA Luxury Forum – Oct. 23-26
 - ii. Visit SLO CAL Tourism Summit – Nov. 10
 - c. Paso Wine on the Road Updates – PRWCA Collaboration
 - i. Dallas - Oct. 5-7
 - ii. Phoenix/Scottsdale - Oct. 26-28

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

16. Mid-Week and Corporate Travel Strategy
 - a. Recap of Wine Enthusiast Media Conference Financials - PRWCA Collaboration
 - b. Q1 2023 Corporate Meeting Planner FAM - RFP Process

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

17. PRTID Renewal
 - a. Review Draft Contract with City of Paso Robles
18. Update on Audit for FY 2021/22
19. Review Annual Report for FY 2021/22 **(Action)**
20. Strategic Planning Workshop
 - a. Phase II Workshops – October 12-13, 2022
21. Review August 2022 Financials **(Action)**

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

22. Marketing Updates
 - a. Harvest Campaign
 - b. Wine Enthusiast Campaign
 - c. Holiday Campaign
23. Media Updates
 - a. Visit CA Media Reception – San Francisco
24. Sponsorships
 - a. San Jose Earthquakes – September 24, 2022 – Final Activation
 - b. Bovine Classic Title Sponsor

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Strategic Planning Workshops – October 12 and 13, 2022
Next Regularly Scheduled Meeting – November 15, 2022 at 3pm

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.