

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, October 19, 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=TVVCMWhpZ1psN0JMVMkzQU90NGkyUT09>

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

AB 361 (Action)	S. JACOB
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2. Adopt Resolution 21-002 to Invoke AB 361 for Virtual Meetings (Action)

PUBLIC COMMENT	J. ARNOLD
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3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	J. ARNOLD
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CONSENT AGENDA (Action Required)	S. JACOB
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4. Travel Paso Board of Directors Meeting Minutes, August 17, 2021
5. Travel Paso August and September Marketing Reports
6. Travel Paso August and September Media Reports
7. July and August Business Intelligence Reports
8. July and August STR Reports (Travel Paso)
9. July and August Covid-19 Recovery Tracker
10. July Social Media Marketing Dashboard
11. June and July TOT by Segment Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)	J. ARNOLD/S. JACOB
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Reference October Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

12. Chamber / PRWCA Collaboration Update and Next Steps
13. Community Event Marketing Program – Applications Due November 3 @ Noon
 - a. Applications Available at: <https://www.travelpaso.com/community-event-marketing-program/>
14. City of Paso Robles Updates
 - a. Short-term Rental Program
 - b. Travel Paso Annual Report
15. Community Updates
 - a. Visit SLO CAL Board Update – V. Popp

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

16. Mid-Week and Corporate Travel Strategy
 - a. IPW Update
 - b. San Jose Earthquakes Sponsorship Update
 - c. Corporate Travel Task Force - November 3, 2021 @ 11am

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

17. August and September 2021 Financials (Action)
18. Conflict of Interest Policy and Statement (Action)
19. Records Retention Policy (Action)
20. Research: Future Visitor Profile Study and Equity, Diversity and Inclusion Asset Alignment Study – SLO CAL and Paso Robles
 - a. Discuss at November Board and Marketing Committee Meetings
21. TID Renewal of District Management Plan (Action)
 - a. Civitas – TID Management District Plan
 - b. Petition DRAFT



c. Timeline and Next Steps

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

- 22. TravelPaso.com – 1 Year Review and Strategy Moving Forward
- 23. Paso Presents – Campaign Launch

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURNMENT: To Next Scheduled Meeting November 16, 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.