

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, October 20, 2020 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/87901185914?pwd=TVVCMWhpZ1psN0JMVmkzQU90NGkyUT09>

Meeting ID: 879 0118 5914 Passcode: 083394

Access via phone if computer microphone is not available: 1 (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**

Colleen Bojorquez, of the California Mid-State Fair, to discuss 2021 event direction  
 Chuck Davison, of Visit SLO CAL, to discuss April 9-10, 2021 Spartan Race  
 Julie Dahlan, Community Services Director of City of Paso Robles to discuss Homeless Emergency Aid Program (HEAP) Grant Reallocation and Motel 6 Conversion

**CONSENT AGENDA (Action Required)**

**S. JACOB**

3. Review/Approve Travel Paso September 15, 2020 Board Meeting Minutes
4. Travel Paso Marketing Report – New Template
5. Travel Paso September Media Report
6. August Tourism Economics Report
7. STR Report August 2020 (Travel Paso)
8. STR Report August 2020 (SLO CAL)
9. August Arrivalist Report
10. SLO CAL September Marketing & Trade Update

**NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)**

**J. ARNOLD/S. JACOB**

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

11. COVID-19 Updates – Paso Robles Tourism Ecosystem
  - a. [Safe Travel Video](#) – collaboration with PRWCA
12. Marketing Updates
  - a. [Road Trip Campaign](#) – #RealCARoadTrip
  - b. [SLOcals Campaign](#) – #SavorPaso – Concludes October 31
    - i. Sponsor Dinner on October 7

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

13. Review/Approve September 2020 Financials (Action)
  - a. American Riviera Bank CD (Action)

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

14. Spartan Race Sponsorship Request (Action)
15. Billboard Lease (Action)

Imperative #4: Build and Leverage Relationships with our Partners

16. City of Paso Robles (Action)
  - a. Homeless Emergency Aid Program (HEAP) Grant Reallocation and Motel 6 Conversion
17. Community Updates
  - a. Visit SLO CAL Board Update – V. POPP

**ADJOURNMENT: To Next Scheduled Meeting November 17, 2020 - 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.