

Tuesday, November 15, 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. VILLICANA

1. Roll Call

RENEW AB 361 (Action Required)

A. VILLICANA

2. Consider [Resolution 22-011](#) invoking use of remote teleconferencing under the provision of AB 361

PUBLIC COMMENT

A. VILLICANA

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

A. VILLICANA

CONSENT AGENDA (Action Required)

S. JACOB

4. Meeting Minutes from Executive Committee Meeting on October 11, 2022
5. Meeting Minutes from Executive Committee Meeting on November 9, 2022
6. Meeting Minutes from Board of Directors Meeting on September 20, 2022
7. Travel Paso September and October Marketing Reports
8. Travel Paso September and October Media Reports
9. August Business Intelligence Report
10. August and September STR Reports
11. August and September COVID-19 Recovery Tracker
12. August TOT by Segment Reports (Visit SLO CAL)
13. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
14. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

A. VILLICANA/S. JACOB

Reference November Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

15. City of Paso Robles Updates
16. Community Updates
 - a. Visit SLO CAL – V. Popp
 - i. Visit SLO CAL Tourism Summit – Nov. 10
17. Community Events Marketing Program Grant
 - a. Recommendations for Funding (**Action**)

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

18. Mid-Week and Corporate Travel Strategy
 - a. Corporate Meeting Planner FAM – March 22-24, 2023
 - i. RFP Updates
 - ii. Guest Invites – November 30th Deadline
 - iii. Paso in a Box – November 30th Deadline

- Webinar – January 12, 2023 at 11am

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

19. Strategic Plan 2023 – Matthew Landkamer
20. Review Draft Audit Report for FY 2021/22
21. Review September and October 2022 Financials **(Action)**
22. RFP Process + Timeline for Contracts - Organizational Management, Marketing, SEO

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

23. Advertising/Media Plan
 - a. January – June 2023 **(Action)**
 - b. Bottle It Up Video
24. Sponsorships – Earthquakes 2023 Recommendation **(Action)**

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN

NEXT MEETING: Next Regularly Scheduled Meeting – January 17, 2023 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.