

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, November 16, 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

PUBLIC COMMENT

J. ARNOLD

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

Travel Paso Holiday Party on December 1, 2021, at 4:30 pm at Sensorio

CONSENT AGENDA (Action Required)

S. JACOB

3. Travel Paso Board Meeting Minutes from October 19, 2021
4. Travel Paso October Marketing Report
5. Travel Paso October Media Report
6. September Business Intelligence Report
7. September STR Reports (Travel Paso)
8. September Covid-19 Recovery Tracker
9. August TOT by Segment Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

Reference November Board of Directors Meeting Deck

Imperative #4: Build and Leverage Relationships with our Partners

10. Chamber / PRWCA Collaboration Update and Next Steps
11. Community Event Marketing Applications – [Recommendations to Fund Applicants \(Action\)](#)
12. City of Paso Robles Updates
13. Community Updates
 - a. Visit SLO CAL Board Update – V. Popp
 - i. Events and Festival Strategy Update

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

14. Mid-Week and Corporate Travel Strategy
 - a. San Jose Earthquakes Sponsorship – Recommendation for 2022 (Action)
 - b. Corporate Travel Task Force – Report Out Action Items

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

15. October 2021 Financials (Action)
16. Key Takeaways - Future Visitor Profile Study and Equity, Diversity and Inclusion Asset Alignment Study
17. TID Renewal Updated Timeline

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

18. Marketing Highlights
19. Paso Presents Campaign Updates

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Scheduled Meeting January 18, 2022 - 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.