

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, November 17, 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

Joel Peterson, of PRWCA, to discuss 2021 annual funding request – 15 minutes

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso October 20, 2020 Board Meeting Minutes
4. Travel Paso October Media Report
5. September Tourism Economics Report
6. STR Report September 2020 (Travel Paso)
7. STR Report September 2020 (SLO CAL)
8. September Arrivalist Report
9. SLO CAL October Marketing & Trade Update
10. Travel Paso November 12, 2020 Executive Committee Meeting Minutes

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

11. Marketing Updates – Reference Travel Paso September/October Marketing Report
 - a. Website Updates
 - b. [SLOcals Campaign](#) – #SavorPaso
 - i. Campaign Results with Q&A Discussion
 - c. [Road Trip Campaign](#) – #RealCARoadTrip
 - i. Updates with Q&A Discussion
 - ii. Holiday Focus
 - d. Marketing Plans for Remaining FY2020-21
12. COVID-19 Updates – Paso Robles Tourism Ecosystem

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

13. Paso Robles Tourism Improvement District FY2019-20 Annual Report
14. Review/Approve October 2020 Financials (Action)
 - a. 2019-20 Tax Return
15. Vacant BOD Seat - Discussion

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

Imperative #4: Build and Leverage Relationships with our Partners

16. 2021 Funding Request for Paso Robles Wine Country Alliance (Action)
17. Cannabis Task Force – Discussion/Recommendation
18. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting January 19, 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.