

NOTICE IS HEREBY GIVEN that the Travel Paso Board of Directors will hold a special meeting at 3:00 P.M. on Thursday, December 16, 2021. In compliance with Assembly Bill (AB) 361, which allows for a deviation of teleconference rules required by the Ralph M. Brown Act, the Travel Paso meeting will be conducted by video/teleconferencing utilizing Zoom.

Thursday, December 16, 2021 – 3:00 pm

Video Conference Only – URL:

<https://us02web.zoom.us/j/82480762901?pwd=OVQyekl4dk1scUw2WFRUMmJUVkFqUT09>

Meeting ID: 824 8076 2901 Passcode: 488696

Call-In Phone Number: (669) 900-6833

CALL TO ORDER

J. ARNOLD

1. CALL TO ORDER – Note: Action taken by Board will be recorded via a roll call vote

RENEWAL OF AB 361 (Action Required)

J. ARNOLD

2. Approve Continued Observance of [Resolution No. 21-002](#) Authorizing Teleconference for Meetings Pursuant to AB 361.

PUBLIC COMMENT

J. ARNOLD

3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS

J. ARNOLD

CONSENT AGENDA (Action Required)

S. JACOB

4. [Meeting Minutes from December 8, 2021, Executive Committee Meeting](#)

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

5. Mid-Week and Corporate Travel Strategy
 - a. [San Jose Earthquakes Sponsorship](#)

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

6. [PRTID Renewal](#)
 - a. [Discuss feedback from City of Paso Robles to MDP](#)
 - i. Reference Item 4 Above Directing Civitas to Prepare Draft Response
 - b. [Review Proposed Revisions to MDP](#)

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Regularly 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.