

AGENDA – Travel Paso Board of Directors – Regular Meeting

Tuesday, August 18, 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)

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| ANNOUNCEMENTS | J. ARNOLD |
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Mark Lisa, CEO of Tenet Health Central Coast, to share updates as it relates to COVID-19 with Q&A.

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| CONSENT AGENDA (Action Required) | S. JACOB |
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3. Review/Approve Travel Paso July 21, 2020 Board Meeting Minutes
4. Travel Paso July Marketing Report
5. Travel Paso July Media Report
6. June Tourism Economics Report
7. STR Report June 2020 (Travel Paso)
8. STR Report June 2020 (SLO CAL)
9. June Arrivalist Report
10. SLO CAL July Marketing & Trade Update
11. Travel Paso August 13, 2020 Executive Committee Meeting Minutes

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| NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required) | J. ARNOLD/S. JACOB |
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

12. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Downtown Dining and Parklets
 - b. Defending Tourism Marketing
 - c. Demonstrating Safety Practices (Action)
13. Marketing Update
 - a. SLOcals Campaign – #SavorPaso
 - i. July Results with Q&A Discussion
 - b. Fall Campaign – Savor Real California Road Trips
 - i. Objectives and Strategy
 - ii. Creative Assets
 - iii. Media Buy
 - iv. Public Relations Strategy

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

14. Review/Approve July 2020 Financials (Action)

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

15. Website Launch – September 2020

Imperative #4: Build and Leverage Relationships with our Partners

16. City of Paso Robles
 - a. Downtown Parking Advisory Commission – Travel Paso Representative
 - b. Short-Term Rental Ordinance
 - c. Wayfinding Signage
17. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting September 15, 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.