

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, September 15, 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

CONSENT AGENDA (Action Required)

S. JACOB

3. Review/Approve Travel Paso August 18, 2020 Board Meeting Minutes
4. Travel Paso August Marketing Report
5. Travel Paso August Media Report
6. July Tourism Economics Report
7. STR Report July 2020 (Travel Paso)
8. STR Report July 2020 (SLO CAL)
9. July Arrivalist Report
10. SLO CAL August Marketing & Trade Update

NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required)

J. ARNOLD/S. JACOB

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

1. New [Website](#) is Live

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

2. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Travel Safe Video
3. Marketing Updates
 - a. SLOcals Campaign – #SavorPaso (Action)
 - i. August Results with Q&A Discussion
 - b. Road Trip Campaign – #RealCARoadTrip – Launch September 15

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

4. Review/Approve August 2020 Financials (Action)

Imperative #4: Build and Leverage Relationships with our Partners

5. City of Paso Robles
 - a. Wayfinding Signage Update
6. Community Updates
 - a. Visit SLO CAL Board Update – V. POPP

ADJOURNMENT: To Next Scheduled Meeting October 20, 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.