

Wednesday, October 12, 2022 – 10:30 am

Meeting Location: Oxford Suites Paso Robles, 800 4th St, Paso Robles, CA 93446

CALL TO ORDER

A. VILICANA

1. Roll Call

PUBLIC COMMENT

A. VILICANA

2. Public Comment (On Non-Agenda Items)

STRATEGIC PLANNING

A. VILICANA/S. JACOB

3. Strategic Planning Workshop – Part 1 – October 12, 2022, 10:30am-2pm. Facilitated by Matthew Landkamer, Principal & Destination Strategist, WhereAbout.
 - A. Welcome & Introductions – 15 min
 - B. Process Overview – 15 min
 - What will the strategic planning process look like?
 - What are the outcomes we're aiming for?
 - C. Strategic Perspectives Report – 60 min
 - What did we learn from our conversations with stakeholders, and what are the strategic implications for Travel Paso?
 - D. Lunch Break – 30 min
 - E. Travel Paso's North Star – 60 min
 - Has anything changed that means we should update our current Vision, Mission, Values, Reputation, or Position?
 - F. Objectives Brainstorm – 30 min
 - What are the big categories of work Travel Paso should take on over the next three years?

ADJOURN

NEXT MEETING: Strategic Planning Workshop, Part 2 – October 13, 2022 at 1pm
Next Regularly Scheduled Meeting – November 15, 2022 at 3pm

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.