

**AGENDA – Travel Paso Executive Committee**

**Thursday, January 14, 2021 – 2:30 pm**

**Via Zoom Meeting Link:**

<https://us02web.zoom.us/j/83429650750?pwd=YTBTMjZ0VE84OUthSmRZN0lyNWZ3Zz09>

Meeting ID: 834 2965 0750      Passcode: 299260

Access via phone if computer microphone not in place: 1-669-900-6833

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>J. ARNOLD</b>
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<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>J. ARNOLD</b>
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. COVID-19 Updates – Paso Robles Tourism Ecosystem
  - a. TOT Tax Deferral Request – January 19
  - b. City Council to Review Permanent Parklets – February 16

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

4. FY 2020-21 Bi-Annual Budget Review and Year End Projections
  - a. November and December Financials
  - b. Year End Projections and Budget Reallocation Recommendations
5. Solterra Contract Renewal FY 2021-22 Scope of Work
6. Review January 19, 2021 [Board Meeting Agenda](#)

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

7. Marketing Update
  - a. Road Trip + Holiday Campaign – #RealCARoadTrip
    - i. [Marketing Report](#)
    - ii. [Budget Results](#)
  - b. Postcards from Paso Campaign – Launch Late January
    - i. Budget Approval \$40,000 (November Board Meeting)
    - ii. Budget Adjustment Discussion

Imperative #4: Build and Leverage Relationships with our Partners

8. [Community Giving Commitments](#) / Giving Policy for 2021

**ADJOURNMENT: To Travel Paso Board Meeting Scheduled for January 19, 2021 - 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.