

AGENDA – Travel Paso Executive Committee

Wednesday, March 10, 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)

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| ANNOUNCEMENTS | J. ARNOLD |
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Sensorio Reopening and New Display

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| NEW BUSINESS, UPDATES & DISCUSSIONS | J. ARNOLD |
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Propane Reimbursement Program
 - b. “Keep it Local” Gift Card Program
 - c. Parklets – March

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

4. [Key Milestones for Upcoming Board Meetings](#)
5. Solterra Strategies Contract Renewal Review/Recommendation
6. Nominating Committee Update
7. Waiving Penalty for November 2020
8. Review March 16, 2021 Board Meeting Agenda

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

9. Marketing Update
 - a. Postcards from Paso Campaign – Launched January
 - i. [Budget Update](#)
 - b. Spring Road Trips Campaign, April – June
 - i. Q&A Discussion

Imperative #4: Build and Leverage Relationships with our Partners

10. Chamber of Commerce URL Discussion
11. City of Paso Robles
 - a. March 2 City Council Annual Report Recap
 - b. Measure J Oversight Committee
 - c. City Manager Interviews

ADJOURNMENT: To Travel Paso Board Meeting Scheduled for March 16, 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.