

## AGENDA – Travel Paso Executive Committee

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Wednesday, May 12, 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. Mobile Vaccine Clinics
4. Group Sales

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

5. Key Milestones for Upcoming Board Meetings
6. Review April 2021 Financials
7. FY 2021-22 Budget Overview
8. Nominating Committee Recommendations
9. Review May 18, 2021 Board Meeting Agenda

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

10. Marketing Update
  - a. Spring Road Trips Campaign, April – June
    - i. Paso in a Box Spring Edition, May 25

Imperative #4: Build and Leverage Relationships with our Partners

11. Chamber of Commerce URL Discussion, Roles and Responsibilities
12. SLO CAL Board Representative – Victor Popp

**ADJOURNMENT: To Travel Paso Board Meeting Scheduled for May 18, 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.