

**AGENDA – Travel Paso Executive Committee**

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**Thursday, November 12, 2020 – 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)

**ANNOUNCEMENTS**

**J. ARNOLD**

Gina Fitzpatrick, of the Paso Robles Chamber of Commerce, to discuss 2021 proposal – 15 minutes  
Joel Peterson, of Paso Robles Wine Country Alliance, to discuss 2021 annual funding request – 15 minutes

**NEW BUSINESS, UPDATES & DISCUSSIONS**

**J. ARNOLD**

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

3. COVID-19 Updates – Paso Robles Tourism Ecosystem
4. 2021 Funding for Chamber of Commerce and Paso Robles Wine Country Alliance – Discussion/Recommendation

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

5. Paso Robles Tourism Improvement District 2019-20 Annual Report
6. Paso Robles TID Expires June 30, 2022
  - a. Renewal Timeline – start renewal in October 2021, complete April 2022
7. Review November 17, 2020 Board Meeting Agenda
  - a. December Meetings

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

7. Marketing Update
  - a. SLOcals Campaign – #SavorPaso
    - i. [Budget Results](#)
  - b. Road Trip Campaign – #RealCARoadTrip
    - i. [Budget Update](#)
  - c. Marketing Plans FY 2020-21

Imperative #4: Build and Leverage Relationships with our Partners

8. Accommodation Partner Visits
9. Cannabis Task Force – Discussion/Recommendation

**ADJOURNMENT: To Travel Paso Board Meeting Scheduled for November 17, 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.