

**AGENDA – Travel Paso Executive Committee**

**Wednesday, December 8, 2021 – 2:30 pm**

**HYBRID MEETING**

In-Person: Solterra Strategies, 1405 Spring Street #203, Paso Robles, CA 93446

Video Conference Option:

<https://us02web.zoom.us/j/83429650750?pwd=YTBtMjZ0VE84OUthSmRZN0lyNWZ3Zz09>

Meeting ID: 834 2965 0750      Passcode: 299260

Call-In Phone Number: (669) 900-6833

<b>CALL TO ORDER</b>	<b>J. ARNOLD</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>J. ARNOLD</b>
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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. Corporate Travel Task Force Q1 Activities
4. San Jose Earthquakes Partnership Update

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

5. PRTID Renewal – Status and Updates
6. Budget Updates – January 2022 (6-month review)

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

7. Marketing – First Half of 2022

Imperative #4: Build and Leverage Relationships with our Partners

10. Chamber/PRWCA Collaboration Update and Next Steps

**ADJOURN: To Travel Paso Board Meeting Scheduled for January 12, 2022 - 2:30 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.