

AGENDA – Travel Paso Executive Committee

Wednesday, January 12, 2022 – 2:30 pm

VIRTUAL MEETING

Video Conference:

<https://us02web.zoom.us/j/83429650750?pwd=YTBTMjZ0VE84OUthSmRZNOlyNWZ3Zz09>

Meeting ID: 834 2965 0750 Passcode: 299260

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

CALL TO ORDER	J. ARNOLD
----------------------	------------------

1. Roll Call

AB 361	J. ARNOLD
---------------	------------------

On December 16, 2021, the Board of Directors made the required findings to renew the use of remote teleconference meetings under the provisions of AB 361 which includes the Executive Committee.

PUBLIC COMMENT	J. ARNOLD
-----------------------	------------------

2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	J. ARNOLD
----------------------	------------------

NEW BUSINESS, UPDATES & DISCUSSIONS	J. ARNOLD
--	------------------

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

3. Corporate Travel Task Force Q1 Activities
4. Hospitality / Tourism Hall of Fame

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

5. PRTID Renewal – Status and Updates
6. [Short-term Rental Penalty Waiver Request](#)
7. Budget Updates – January 2022 (6-month review)
8. Best Practices for Contracts

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

9. Marketing – First Half of 2022 – Review Key Ideas

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 February 9, 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.