

## AGENDA – Travel Paso Executive Committee

---



**Wednesday, April 8, 2022 – 10:00am**

**MEETING LOCATION:**

**The Sandbox, 1345 Park Street, Paso Robles, CA 93446**

Members of the public interested in participating by teleconference may do so using the call-in information below. Please note that this teleconference option is provided as a courtesy and at the participant's own risk. Travel Paso cannot guarantee that there will be no loss of connectivity or other technological obstacle to full participation through teleconferencing. By participating in this way, participants confirm that they understand this risk and that the Executive Committee is not obliged to delay any portion of the meeting due to such technological obstacles and thus that teleconference participants may be unable to participate.

Option for Public Participation:

<https://us02web.zoom.us/j/82711243525?pwd=dUNnYXdhdVUxTWxXaIkL3FNMXVPQT09>

Meeting ID: 827 1124 3525      Passcode: 332109

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

<b>CALL TO ORDER</b>	<b>J. ARNOLD</b>
----------------------	------------------

1. Roll Call

<b>PUBLIC COMMENT</b>	<b>J. ARNOLD</b>
-----------------------	------------------

2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>J. ARNOLD</b>
----------------------	------------------

<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS</b>	<b>J. ARNOLD</b>
--	------------------

[Imperative #1: Actively Lead the Tourism Community in Paso Robles](#)

3. Recap Discover Paso Robles FAM Tour

[Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization](#)

4. PRTID Renewal Updates
  - a. City Council Meeting Schedule
5. Review /Discuss Draft Procurement Policy
  - a. Consider different spending limits based on contract type
6. Travel Paso Monthly Expense Approval Process – clarify and update
7. Discuss teleconference option for public participation for Board and Committee meetings
8. Board Elections and Marketing Committee Recruitment
  - a. Nominating Committee
  - b. Timeline for recruitment + ballots
9. Board Meeting Agendas – April, May, June

[Imperative #3: Define, Develop and Steward the Paso Robles Brand](#)

10. Marketing Committee Retreat - April 26, 2022, 3-5pm. Location TBD.

[Imperative #4: Build and Leverage Relationships with our Partners \(11 am\)](#)

11. Chamber/PRWCA Collaboration Next Steps
  - a. Collaboration Agreement
  - b. Website and Visitor Enhancement Agreement – Gina Fitzpatrick and Steven Herring

[New Business](#)

12. Update on July 4<sup>th</sup> Fireworks Event
13. Retirement of Bill Roof – Discuss appointing new Board VP and Executive Committee Member

Next Executive Committee Meeting: May 11, 2022 at 2:30 pm

Adjourn



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.