

AGENDA – Travel Paso Executive Committee



Wednesday, May 11, 2022 – 2:30pm
HYBRID MEETING FORMAT

Join Via Video Conference:

<https://us02web.zoom.us/j/83429650750?pwd=YTBTMjZ0VE84OUthSmRZN0lyNWZ3Zz09>

Meeting ID: 834 2965 0750 Passcode: 299260

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

In-Person Meeting Location: Solterra Strategies, 1405 Spring St #203, Paso Robles, CA 93446

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

1. Roll Call

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. [Southern California Chapter Meeting Planners, May 25-27, 2022](#)
4. [Wine Enthusiast Media Conference, July 31-August 3, 2022 – PRWCA collaboration](#)

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

5. PRTID Renewal Updates / City Council Meeting Dates:
 - a. April 19 – Resolution of Intention – 5-0 vote on consent agenda
 - b. May 17 – City Council Public Meeting (Discussion Item Only) – Travel Paso Presentation
 - c. June 7 – City Council Public Hearing and Adoption of Resolution of Formation
6. [Review/Discuss Draft Procurement Policy](#)
7. Update on Board Elections and Marketing Committee Recruitment
 - a. Board Elections:
 - i. Review Nominating Committee recommendations for candidate slate to BOD
 - ii. Next Steps:
 - iii. May 17: Nominating Committee presents recommendations and Board votes
 - iv. June 21: Welcome new Board Members and elect slate of officers (Ex Comm)
8. Budget FY: 2022-23 – Discuss Revenue Projections

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

9. Marketing Committee Retreat – Key Themes for FY: 2022-23 Planning

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

10. Chamber/PRWCA Collaboration Next Steps
 - a. Collaboration Agreement Update
 - b. Website and Visitor Enhancement Agreement Discussion and Next Steps

[New Business](#)

Next Executive Committee Meeting: June 8, 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.