

## AGENDA – Travel Paso Executive Committee



**Thursday, June 16, 2022 – 2:30pm**  
**HYBRID MEETING FORMAT**

Join Via Video Conference:

<https://us02web.zoom.us/j/89467642095?pwd=QnVjOGpWYjRLWE9MRSt0Vk9QTS9XZz09>

Meeting ID: 894 6764 2095      Passcode: 877923

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

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

<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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- Letter of Support for SB 620

<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. Re-Cap of 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 – Secured – 10 years
6. Review/Discuss Draft Procurement Policy
7. Update on Marketing Committee Recruitment for FY 2022-23
  - a. Marketing Committee Appointments:
    - i. Review Nominating Committee recommendations for candidate slate
    - ii. Appoint Members at June 21 Board Meeting
8. Executive Committee Members for FY 2022-23

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

9. Plans and Priorities for FY 2022-23
10. Review Budget FY: 2022-23

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

11. Gravelvino – Request for Additional Funding
12. San Diego Market Visit – June 23 – PRWCA Collaboration
13. July 4th Community Celebration at Barney Schwartz Park
  - a. Volunteers Needed
  - b. Travel Paso Sponsor Table

[New Business](#)

[Next Executive Committee Meeting](#): Tentatively Scheduled for July 13, 2022 – Exact Date TBD following June 21, 2022 Board Meeting.

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.