

AGENDA – Travel Paso Executive Committee



Thursday, July 7, 2022 – 9:00am
HYBRID MEETING FORMAT

Join Zoom Meeting:

<https://us02web.zoom.us/j/81516086646?pwd=8HSVeKnhUZzUjv7tx-12LsP9ttl6EF.1>

Meeting ID: 815 1608 6646 Passcode: 961061

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

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

CALL TO ORDER	A. VILICANA
1. Roll Call	
PUBLIC COMMENT	A. VILICANA
2. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	A. VILICANA
• Paul Haight Resignation from Board of Directors	
NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA
<u>Imperative #1: Actively Lead the Tourism Community in Paso Robles</u>	
3. Re-Cap of San Diego Market Visit – June 23, 2022	
4. Wine Enthusiast Media Conference, July 31-August 3, 2022 – PRWCA collaboration	
<u>Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization</u>	
5. PRTID Renewal – Discuss Post Formation Tasks	
6. Review/Discuss Draft Procurement Policy	
7. Review/Discuss Audit Proposal	
8. Set Terms for Board of Directors for FY 2022-23	
9. Executive Committee Meeting Schedule for FY 2022-23	
10. Board of Directors Meeting Schedule for FY 2022-23	
<u>Imperative #3: Define, Develop, and Steward the Paso Robles Brand</u>	
11. Budget Adjustments/Plans and Priorities for Q1 FY 2022-23	
<u>Imperative #4: Build and Leverage Relationships with our Partners</u>	
12. Re-Cap of July 4th Community Celebration at Barney Schwartz Park	
<u>New Business</u>	
13. Supplemental Sales Tax Oversight Committee	
<u>Next Executive Committee Meeting:</u> TBD – Meeting schedule will be set at July 7 th Executive Committee 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.