

AGENDA – Travel Paso Executive Committee

Thursday, August 13, 2020 – 2:30 pm

Via Zoom Meeting Link:

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

Meeting ID: 834 2965 0750 Password: 299260

Access via phone if computer microphone not in place: 1-669-900-6833

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

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| ANNOUNCEMENTS | J. ARNOLD |
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| NEW BUSINESS, UPDATES & DISCUSSIONS (Action Required) | J. ARNOLD |
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Defending Tourism Marketing
 - b. Demonstrating Safety Practices
4. Marketing Update
 - a. SLOcals Campaign – #SavorPaso
 - i. [Budget Update](#)
 - b. Fall Campaign – Savor Real California Road Trips – Preview at Board Meeting

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

5. Review/Approve August 18, 2020 Board Meeting Agenda (Action)

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

6. Website Launch – September 2020

Imperative #4: Build and Leverage Relationships with our Partners

7. Downtown Parking Advisory Commission – Travel Paso Representative
8. City of Paso Robles – 1% sales tax increase for November ballot

ADJOURNMENT: To Travel Paso Board Meeting Scheduled for August 18, 2020 - 3:00 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.