

AGENDA – Travel Paso Executive Committee



Wednesday, September 14, 2022 – 3:30pm
VIRTUAL MEETING FORMAT

Join Zoom Meeting:

<https://us02web.zoom.us/j/85035242500?pwd=QVZJWHA2bEpMZGkyYXJQaDVHMjZyUT09>

Meeting ID: 850 3524 2500 Passcode: 383984

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

CALL TO ORDER	A. VILICANA
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1. Roll Call

PUBLIC COMMENT	A. VILICANA
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2. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	A. VILICANA
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NEW BUSINESS, UPDATES & DISCUSSIONS	A. VILICANA
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[Imperative #1: Actively Lead the Tourism Community in Paso Robles](#)

3. Financial Re-Cap of Wine Enthusiast Media Conference with PRWCA

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

4. PRTID Renewal
 - a. Review the Draft Contract between the City of Paso Robles and Travel Paso Prepared by Civitas
5. Audit for FY 2021-22
 - a. Update on Timeline and Process
6. Annual Report for FY 2021-22
 - a. Review Draft Report
7. Strategic Planning Workshop Updates
 - a. Marketing Committee Focus Group – September 7, 2022, 2-4pm
 - b. Phase II Workshops – October 12-13, 2022
8. Review August 2022 Financials

Next Executive Committee Meeting: October 12, 2022 at 3:30pm

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.