



AGENDA – Travel Paso Board of Directors – Regular Meeting

Wednesday, April 15, 2020 – 2:00p.m.

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/708708847?pwd=K1huQWZlNWVxWlZScUVEQ21lTFlZz09>

Meeting ID: 708 708 847

Password: 069720

Join by phone if computer microphone not in place: 1-669-900-6833

1. CALL TO ORDER – NOTE: Action taken by Board will be recorded via a roll call vote.
2. PUBLIC COMMENT (Non-Agenda Items)

ANNOUNCEMENTS	J. ARNOLD
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CONSENT AGENDA (Action Required)	D. STROUD
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3. Review/Approve March 17, 2020 Travel Paso Board Meeting Minutes
4. Travel Paso March 2020 Monthly Marketing Report
5. Travel Paso March 2020 Media Engagement Report
6. Travel Paso STR Report February 2020
7. Visit SLO CAL STR Report February 2020
8. Executive Committee April 9, 2020 Meeting Notes
9. Executive Director Report

NEW BUSINESS, UPDATES & DISCUSSIONS (Board Recommendation/Action Required)	J. ARNOLD/D. STROUD
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

10. COVID-19 Update / Announcements
11. Review and Consider Changes to Board Election Schedule (**Action**)

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

12. Review and Consider Approving March 2020 Financials (**Action**)
- Review Updated Expenditure/Cash Flow Analysis

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

13. Review Recovery Campaign Outline (Discussion)
- Drive Market Campaign Focus

Imperative #4: Build and Leverage Relationships with our Partners

14. Community Updates (Discussion)
 - Visit SLO CAL Board Update – V. POPP
 - Update on City of Paso Robles Wayfinding Signage Project (**Action**)



Closed Session Item:

- **Executive Director Evaluation**

Public Comments on Closed Session Item

Recess to Closed Session

Reconvene from Closed Session

Report from Closed Session

MEETING ADJOURNMENT: To Next Regular Scheduled Board Meeting May 19, 2020

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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.