



## AGENDA

Travel Paso Board of Directors – Regular Meeting

**Tuesday, July 16, 2019 – 2:00p.m.**

2455 Riverside Avenue, Paso Robles, CA 93446

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

### ANNOUNCEMENTS

J. ARNOLD

### CONSENT AGENDA (**Action Required**)

D. STROUD

3. Review/Approve June 18, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso June 2019 Monthly Marketing Report
5. Travel Paso June 2019 Media Engagement Report
6. Travel Paso June 2019 Campaign Results
7. Travel Paso STR Report June 2019
8. City of Paso Robles TOT Report May 2019
9. Visit SLO CAL STR Report May 2019
10. Executive Director Report
11. Executive Committee July 11, 2019 Meeting Notes
12. Approve Business Liability Insurance Policy Renewal
13. Approve Employee Insurance Benefit Renewal
14. Approve Conflict of Interest Policy Direction to Engage Civitas to Review Visit SLO CAL Policy and Advise Changes Customized for Travel Paso

### NEW BUSINESS, UPDATES & DISCUSSIONS (**Board Recommendation/Action Required**)

J. ARNOLD/D. STROUD

#### Imperative #1: Actively Lead the Tourism Community in Paso Robles

15. Review and consider approving comments to City Council re: Short Term Rental Ordinance (**Action**)
16. Review and consider approving Travel Paso Marketing Committee additional members (**Action**)

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

17. Review and consider approving June 2019 Financials (**Action**)
  - a. Consider approving transfer of \$102,148.17 (Accumulated Reserve) to 6-month CD with PPBI (**Action**)
18. Consider date change for August 20, 2019 Regular Board meeting (**Action**)
  - a. Recommendation is change to August 27, 2019 with Executive Committee meeting August 15, 2019

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

19. Travel Paso Destination Brand Development and Website Development Project Status (Update)
  - July 8, 2019 Additional Tag Research



**Imperative #4: Build and Leverage Relationships with our Partners**

**20. Community Updates**

- SLO CAL TMD Renewal Update
- PR Conference Center Project Update
- SLO CAL DMS Update

**ADJOURNMENT: To Next Regular Scheduled Board Meeting in August TBD.**

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.