



AGENDA

Travel Paso Board of Directors – Regular Meeting
Tuesday, December 17, 2019 – 2:00p.m.
Allegretto Vineyard Resort, 2700 Buena Vista Drive, 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 November 19, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso November 2019 Monthly Marketing Report
5. Travel Paso November 2019 Media Engagement Report
6. Travel Paso November 2019 Campaign Results
7. Travel Paso STR Report October 2019
8. City of Paso Robles TOT Report October 2019
9. SLO CAL STR Report October 2019
10. Executive Director Report (included CalTravel Board Meeting Report)
11. Executive Committee December 12, 2019 Meeting Notes
12. Review/Approve Engagement Letter with RWG Law for Conference Center Governance Structure

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

J. ARNOLD/D. STROUD

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

13. Update on Community Partners Meetings (Discussion)
14. Review and Consider Approving Policy for Listings on Travel Paso Website (**Action**)
15. Review and Consider Approving Updated Community Partnerships Funding Program (**Action**)

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

16. Review and consider approving November 2019 Financials (**Action**)

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

17. FY 2019-20 Marketing Program of Work Calendar Update – What’s Ahead
 - Sip & Savor – Tournament of Roses – December 28-30, 2019
 - San Diego Media FAM – January 7-10, 2020
 - Destination Brand Launch – January 2020; New Creative

Imperative #4: Build and Leverage Relationships with our Partners

18. Community Updates
 - Visit SLO CAL TMD Renewal and Board Update – V. POPP



ADJOURNMENT: To Next Regular Scheduled Board Meeting, January 21, 2020 at 2:00pm

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.