



AGENDA

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
Tuesday, February 20, 2018 at 3:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

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

PRESENTATION

D. STROUD

3. Travel Paso Digital Marketing Audit – Brad Rubin

ANNOUNCEMENTS

D. STROUD

4. Visit California Outlook Forum Report

CONSENT AGENDA (Action Required)

D. STROUD

5. Review/Approve January 16 Minutes
6. Big Red Marketing January Monthly Marketing Report
7. Kraftwerk Media – January Report and Ad Words
8. STR Report December
9. Review/Approve January Financials
 - a. January Financial Review

UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

D. STROUD

10. Community Partnerships 2018
 - a. Main Street Association – Olive and Lavender Festivals sponsorship
 - b. Eroica – reconsideration
11. Strategic Planning Process – Schedule Review
12. Executive Director Report

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.