



AGENDA

Travel Paso Board of Directors – Regular Meeting
Tuesday, June 18, 2019 – 2:00p.m.
Courtyard by Marriott, 120 S. Vine Street, Paso Robles, CA 93446

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

ANNOUNCEMENTS

V. POPP

CONSENT AGENDA (Action Required)

D. STROUD

3. Review/Approve May 21, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso May 2019 Monthly Marketing Report
5. Travel Paso May 2019 Media Engagement Report
6. Travel Paso May Campaign Results
7. Travel Paso STR Report April 2019
8. SLO CAL STR Report April 2019
9. Review/Approve Travel Paso May 2019 Financials
10. Executive Director Report
11. Executive Committee June 17, 2019 Meeting Notes
12. Approval of CalTravel Board application for Danna Stroud

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

V. POPP/D. STROUD

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

13. Travel Paso Board Elections (Action)
14. Travel Paso Officer Elections (Action)
15. Review and consider approving comments to City Council re: Short Term Rental Ordinance (Action)
16. Paso Robles Representation on Visit SLOCAL Board – Recommendation to City Council (Action)

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

17. Review and consider approving FY2019-20 Budget (Action)
18. Review and consider approving Voluntary Assessment Agreement (Action)

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

19. IPW Travel Trade Show (Update)
20. Travel Paso Destination Brand Development and Website Development Project Status (Update)
 - June 11, 2019 Tag Research Presentation



Imperative #4: Build and Leverage Relationships with our Partners

21. Community Updates

- **SLO CAL TMD Renewal Update**
- **PR Conference Center Project Update**
- **SLO CAL DMS Update**
- **Cuesta College Hospitality Certification Program Reception: July 17, 2019**

ADJOURNMENT: To Next Scheduled Board Meeting, Tuesday, July 16, 2019 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.