



AGENDA

Travel Paso Board of Directors – Regular Meeting

Tuesday, February 19, 2019 at 10:00 am

Holiday Inn Express & Suites, 2455 Riverside Avenue, Paso Robles, CA 93446

1. CALL TO ORDER – 10:00am
2. PUBLIC COMMENT (Non-Agenda Items)

ANNOUNCEMENTS

V. POPP

CONSENT AGENDA (Action Required)

D. STROUD

3. Review/Approve January 15, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso January 2019 Monthly Marketing Report
5. Travel Paso January 2019 Media Engagement Report
6. Travel Paso STR Report December 2018
7. SLO CAL STR Report December 2018
8. Review/Approve Travel Paso January 2019 Financials
9. Executive Director Report

UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

V. POPP/D. STROUD

10. 10:30am – 12:15pm
MORNING PRESENTATIONS BY INVITED AGENCIES FOR DESTINATION WEBSITE DEVELOPMENT (2)
11. 12:30pm – 1:00pm LUNCH BREAK (WILL BE PROVIDED)
12. 1:15pm – 5:05pm
AFTERNOON PRESENTATIONS BY INVITED AGENCIES FOR DESTINATION BRAND DEVELOPMENT AND WEBSITE DEVELOPMENT (4)
13. 5:15PM – 5:45PM
EVALUATE AND RANK PROPOSALS AND CONSIDER APPROVING DIRECTION FOR EXECUTIVE DIRECTOR TO NEGOTIATE AGREEMENTS WITH SELECTED AGENCIES FOR DESTINATION BRAND DEVELOPMENT AND WEBSITE DEVELOPMENT (Action Required)

ADJOURNMENT – To a Special Meeting Tentatively Scheduled for February, 21, 2019 (IF NEEDED)

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.