

AGENDA

Travel Paso Board of Directors – Regular Meeting

Tuesday, March 19, 2019 at 2:00 pm

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

1. CALL TO ORDER
2. INTRODUCTION – Dave Westland, Associate Market Manager, Expedia Group
3. PUBLIC COMMENT (Non-Agenda Items)

ANNOUNCEMENTS

V. POPP

- 16th DAA Board Meeting – March 20, 2019 9:30am
- PRWCA Social “Meet & Greet” – April 3, 2019 5:00pm

CONSENT AGENDA (Action Required)

D. STROUD

4. Review/Approve February 19, 2019 Travel Paso Board Meeting Minutes
5. Travel Paso February 2019 Monthly Marketing Report
6. Travel Paso February 2019 Media Engagement Report
7. Travel Paso STR Report January 2019
8. SLO CAL STR Report January 2019
9. Review/Approve Travel Paso February 2019 Financials
10. Executive Director Report
11. Executive Committee Meeting Notes (3/15/19)

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

V. POPP/D. STROUD

12. Review and Consider Approving the Simpleview contract for Website Development Project (ACTION)
13. Executive Committee Report Out on Board Elections, Terms and By-Law Changes Processes (UPDATE)
14. Review and Consider Approving Recommendations for Appointments to the Travel Paso Marketing Committee (ACTION)
15. Review and Consider Approving Expansion of Solterra Strategies Scope of Work for Brand Development Support (ACTION)
16. Review Winter Campaign Report and Spring Campaign (UPDATE)
17. Update on Civitas/Voluntary Assessment Agreement (UPDATE)
18. Update on Visit SLO CAL TBID Renewal process – J. Arnold (UPDATE)

ADJOURNMENT – To April 16, 2019 Regular Board Meeting

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.