

**AGENDA**

Travel Paso Board of Directors - Executive Committee Meeting  
**Monday, June 17, 2019 – 3:00pm**  
 La Quinta Inn & Suites, 2615 Buena Vista Drive, Paso Robles, CA 93446

**1. CALL TO ORDER**

**2. PUBLIC COMMENT (On Non-Agenda Items)**

<b>ANNOUNCEMENTS</b>	<b>V. Popp</b>
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<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS (Action)</b>	<b>V. Popp</b>
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**Imperative #1: Actively Lead the Tourism Community in Paso Robles**

- 3. Travel Paso Board and Officer Elections – Review and consider recommending approval of Nominating Committee Recommendations (Action)**
- 4. Review and consider approving comments to City Council re: Short Term Rental Ordinance (Action)**
- 5. Paso Robles Representation on Visit SLOCAL Board – Recommendation to City Council (Action)**

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

- 6. Review and consider recommending approval of FY2019-20 Budget (Action)**
- 7. Review and consider recommending approval of Voluntary Assessment Agreement (Action)**

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

- 8. Destination Brand Development Project Update**
- 9. Website Development Project Update**

**Imperative #4: Build and Leverage Relationships with our Partners**

- 10. Review and consider approving CalTravel Board Application for Danna Stroud**
- 11. Community Updates:**
  - **SLO CAL TMD Renewal Update**
  - **PR Conference Center Update**
  - **SLO CAL DMS Update**
  - **Cuesta College Hospitality Certification Program Reception, July 17, 2019**

**ADJOURNMENT – to Regular Travel Paso Board Meeting - Tuesday, June 18, 2019 @ 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 committee to discuss or take action on issues not on the agenda, except that members of the board committee 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 committee. 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.