



## AGENDA

Travel Paso Board of Directors - Executive Committee Meeting  
**Thursday, September 12, 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>J. Arnold</b>
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<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS (Action)</b>	<b>J. Arnold</b>
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**Imperative #1: Actively Lead the Tourism Community in Paso Robles (Action)**

3. **Review and consider approving Board recommendation for Marketing Committee additional members (Action)**
4. **Review and consider approving Board recommendation for Visit SLO CAL TMD renewal (Action)**

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

5. **Review and consider approving September 17, 2019 Travel Paso Board Agenda (Action)**
6. **Review and consider approving August 2019 Financials (Action)**

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

7. **Destination Brand Development Project Update – Creative Concepts + Identify Mark Presentation - September 18, 2019 – 1:00pm, Oxford Suites**

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

**ADJOURNMENT – to Regular Travel Paso Board Meeting - Tuesday, September 17, 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.