



## AGENDA – Executive Committee Meeting

Travel Paso Board of Directors - Executive Committee Meeting  
**Thursday, October 10, 2019 – 3:00pm**  
Holiday Inn Express, 2455 Riverside Avenue, 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

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

3. **Review and consider approving October 15, 2019 Travel Paso Board Agenda (Action)**
4. **Conflict of Interest – Draft Review**
5. **Review and consider approving September 2019 Financials (Action)**

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

6. **Destination Brand Development – Creative Concepts + Identify Mark Presentation Approval (Action)**

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

7. **Community Funding – Review Current Program and Consider Subcommittee to Improve the Program**
8. **Annual Report – Draft Review**
9. **San Diego Media FAM – Review Proposal**

**ADJOURNMENT – to Regular Travel Paso Board Meeting - Tuesday, October 15, 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.