



AGENDA – Executive Committee Meeting

Thursday, November 14, 2019 – 3:00pm

Paso Robles Inn - Boardroom, 1103 Spring Street, Paso Robles, CA 93446

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	J. Arnold
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NEW BUSINESS, UPDATES & DISCUSSIONS	J. Arnold
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. Review Travel Paso Staffing Updates (Discussion)
4. County STR Analysis (Discussion)
 - a. Discussion on Co-Op Partners in County
5. Paso Robles Destination TBID Increase (Discussion)

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

6. Review and Consider Approving November 19, 2019 Travel Paso Board Agenda (**Action**)
7. Review and Consider Approving October 2019 Financials (**Action**)

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

8. Destination Brand Development (Discussion)
 - a. Destination Mark Color Palette
 - b. Review TheorySF Contract
9. Communications/Media Engagement (Discussion)
 - a. Review Solterra Strategies Contract and Work Program
10. Marketing/Brand Agency and Manager/Staff (Discussion)
 - a. PRWCA Co-Op

Imperative #4: Build and Leverage Relationships with our Partners

11. Conference Center MOU – UPDATED (**Action**)
 - a. Review and Consider Recommendation to Board for Approving MOU as Revised by City
12. Community Funding Program (Discussion)
 - a. Review/Feedback on Initial Suggestions from Task Force



**ADJOURNMENT – to Regular Travel Paso Board Meeting - Tuesday, November 19, 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.