



AGENDA – Executive Committee Meeting

Thursday, January 16, 2020 – 3:00pm

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

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

J. Arnold

NEW BUSINESS, UPDATES & DISCUSSIONS

J. Arnold

Imperative #1: Actively Lead the Tourism Community in Paso Robles

3. Paso Robles TBID Increase (Discussion)

a. Proposed Budget and Program of Work (Draft)

b. Proposed Communication/Outreach Plan to TBID Stakeholders (Draft)

4. City Council – NY Times 52 Places to Go Presentation – January 21, 2020 Meeting (Discussion)

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

5. Review and Consider Approving January 21, 2020 Travel Paso Board Agenda (**Action**)

6. Review and Consider Approving December 2019 Financials (**Action**)

a. Review Staff Benefits

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

7. Review November STR / November-December Campaign Results

8. Mid-Year Budget Review and Reallocation (**Action**)

a. FY19-20 Updated Marketing Program of Work

b. 2020 Marketing Co-Ops

c. Proposed Contracts for 2020 Marketing Services

d. Destination Brand and Website Projects – Next Steps/Updates

Imperative #4: Build and Leverage Relationships with our Partners

9. Review and Consider Approving Job Description for Project Manager for Paso Robles Conference Center Project (**Action**)

ADJOURNMENT – to Regular Travel Paso Board Meeting – Tuesday, January 21, 2020 @ 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.