



AGENDA – Executive Committee Meeting

Wednesday, March 11, 2020 – 2:00pm

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

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

ANNOUNCEMENTS	J. Arnold
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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. Paso Robles TBID Increase (Discussion)**
- City of Paso Robles Staff attending March 17 Travel Paso Board Meeting
- 4. COVID-19 Update**
- 5. Review and Consider Approving Board Election Schedule and Nominating Committee Procedures**

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

- 6. Review and Consider Approving March 17, 2020 Travel Paso Board Agenda (Action)**
- 7. Review and Consider Approving January 2019 Financials (Action)**
- 8. Consider Date Change for April Executive Committee and Board Meetings Due to Scheduling Conflicts**

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

- 9. Review January 2019 STR (Discussion)**
- 10. Update on Destination Brand Campaign Launch and Website Project**

Imperative #4: Build and Leverage Relationships with our Partners

- 11. Paso Robles Conference Center Governance Structure Update (Discussion)**
- 12. Share iHeart Radio Spot – Co-Op With PRWCA**
- 13. Update on City of Paso Robles Wayfinding Project**

ADJOURNMENT – to Regular Travel Paso Board Meeting – Tuesday, March 17, 2020

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.