



AGENDA – Executive Committee Meeting

Thursday, December 12, 2019 – 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
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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. City Partners Meeting (Discussion)
4. Paso Robles Destination TBID Increase (Discussion)

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

5. Review and Consider Approving December 17, 2019 Travel Paso Board Agenda (**Action**)
6. Review and Consider Approving November 2019 Financials (**Action**)

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

7. Review and Consider Approving Updated Community Partnerships Funding Program (**Action**)
8. Review and Consider Approving Policy for Listings on Travel Paso Website (**Action**)
9. Review October STR / November Campaign Results / 2020 Marketing Co-Ops (Discussion)

Imperative #4: Build and Leverage Relationships with our Partners

10. Review and Consider Approving Engagement Letter with RWG Law for Conference Center Governance Structure (**Action**)

ADJOURNMENT – to Regular Travel Paso Board Meeting – Tuesday, December 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.