

AGENDA – Executive Committee

Thursday, July 16, 2020 – 2:30 pm

Conducted via Zoom Meeting Link:

<https://us02web.zoom.us/j/85953429594?pwd=U29Za0ZBNndMYXF5SjZlOjUzUzhWdz09>

Meeting ID: 859 5342 9594 **Password:** 556550 **Phone:** +1 669 900 6833

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

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

1. COVID-19
 - a. Updates - Paso Robles Tourism Ecosystem
2. Marketing Update
 - a. Locals Campaign - #PasoStrong
 - b. Fall Campaign – Savor Real California Road Trips
3. Community Partnership Updates

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

4. Operational Updates
5. Fiscal Year 2020-2021 Marketing Contracts
6. By Laws Discussion
7. July 21 Board Meeting – Key Agenda Items

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

8. Website Updates

Imperative #4: Build and Leverage Relationships with our Partners

9. City of Paso Robles – Revenue proposals for November Ballot

ADJOURNMENT – to Regular Travel Paso Board Meeting – Tuesday, July 21, 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 to discuss or take action on issues not on the agenda, except that members of the board 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 of Directors. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.

