

AGENDA – Executive Committee SPECIAL MEETING

Wednesday, May 6, 2020 – 2:30 pm

Conducted via Zoom Meeting Link:

<https://us02web.zoom.us/j/89462272854?pwd=MzdFZEo2bTNLOW9LaTA5c3BITVNrdz09>

Meeting ID: 894 6227 2854 **Password:** 148708

Phone: +1 669 900 6833

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. COVID-19 – Marketing Update
 - a. Locals Campaign - #PasoStrong – Consider **Action** for Funding Support
 - b. Reopening Campaign – Savor Real California Road Trips

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

4. Operational Updates
5. May 19 Board Meeting – Key Agenda Items (Discussion)

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

6. Website Updates

Imperative #4: Build and Leverage Relationships with our Partners

7. COVID-19 - Collaboration updates

ADJOURNMENT – to Regular Travel Paso Board Meeting – Tuesday, May 19, 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 at least 48 hours prior to the meeting.

