



AGENDA – Board of Directors

Travel Paso Board of Directors – Regular Meeting

Tuesday, October 15, 2019 – 2:00p.m.

Allegretto Vineyard Resort, 2700 Buena Vista Drive, Paso Robles, CA 93446 – NOTE CHANGE

Via Teleconference Location: Hyatt Regency, 601 Loyola Avenue, New Orleans, LA 70113

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

ANNOUNCEMENTS

J. ARNOLD

PRESENTATIONS

3. Google DMO Program – Annie Bowsky

CONSENT AGENDA (Action Required)

D. STROUD

4. Review/Approve September 17, 2019 Travel Paso Board Meeting Minutes
5. Travel Paso September 2019 Monthly Marketing Report
6. Travel Paso September 2019 Media Engagement Report
7. Travel Paso August/September 2019 Campaign Results
8. Travel Paso STR Report August 2019
9. City of Paso Robles TOT Report August 2019 (may not be distributed by meeting date)
10. Visit SLO CAL STR Report August 2019
11. Review/Approve Travel Paso September 2019 Financials
12. Executive Director Report
13. Executive Committee September 12, 2019 Meeting Notes
14. Executive Committee October 10, 2019 Meeting Notes

NEW BUSINESS, UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

J. ARNOLD/D. STROUD

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

15. Review and consider approving the Travel Paso 2018-19 Year-End Report (**Action**)

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

16. Review and consider approving Travel Paso Board Director’s Conflict of Interest Policy (**Action**)

Imperative #4: Build and Leverage Relationships with our Partners

17. Appoint two Directors to Community Partnership Funding Task Force to Review and Update Program (**Action**)
18. Appoint two Directors to PRWCA Task Force for Partner Proposal Agreement (**Action**)
19. San Diego Media FAM – Update
20. Community Updates

- a. Paso Robles Conference Center – M. Bradley
- b. Visit SLO CAL Board – V. Popp
- c. City of Paso Robles – T. Frutchey



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

3:30pm – Discussion Item will begin at this scheduled time

21. Review and consider approving Travel Paso Destination Brand Identity and Creative Campaign (Action)

ADJOURNMENT: To Next Regular Scheduled Board Meeting, November 19, 2019 at 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 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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.