

AGENDA

Travel Paso Board of Directors – Regular Meeting  
**Tuesday, November 19, 2019 – 2:00p.m.**

Riboli Family Wine and Event Center, 1917 Wisteria Lane, Paso Robles, CA 93446

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

ANNOUNCEMENTS	J. ARNOLD
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INTRODUCTIONS	D. STROUD
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3. Karli Twisselman, Community Relations Specialist

CONSENT AGENDA ( <b>Action Required</b> )	D. STROUD
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4. Review/Approve October 15, 2019 Travel Paso Board Meeting Minutes
5. Travel Paso October 2019 Monthly Marketing Report
6. Travel Paso October 2019 Media Engagement Report
7. Travel Paso September/October 2019 Campaign Results
8. Travel Paso STR Report September 2019
9. City of Paso Robles TOT Report September 2019 (may not be distributed by meeting date)
10. Visit SLO CAL STR Report September 2019
11. Review/Approve Travel Paso October 2019 Financials
12. Executive Director Report
13. Executive Committee November 12, 2019 Meeting Notes

NEW BUSINESS, UPDATES & DISCUSSIONS ( <b>Action Required</b> )	J. ARNOLD/D. STROUD
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

14. Review and Provide Feedback on Report Out from Community Partnerships Funding Program (Discussion)

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

15. Review and Consider Approving Direction for Paso Robles Destination TBID Assessment Increase Process (**Action**)

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

16. Review and Final Approval for Destination Brand and Campaign (**Action**)
17. Review and Consider Additional Funding for Asset Development for Destination Brand (**Action**)

Imperative #4: Build and Leverage Relationships with our Partners

18. Review and Consider Approving Revised Conference Center MOU (**Action**)



19. Review and Consider Comments for Visit SLO CAL Board Meeting Agenda Items – V. Popp (**Action**)
20. Discussion on City Items – T. Frutchey
  - a. Visit SLO CAL – City Approval of Renewal and Relationship Building
  - b. City Relationship
  - c. Wayfinding Installation
  - d. Grand View Tenant Displacement
21. Community Updates
  - a. Travel Paso Holiday Celebration – December 10, 4:30pm
  - b. Travel Lemming Readers’ Choice Voting

**ADJOURNMENT: To Next Regular Scheduled Board Meeting, December 17, 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.

