



AGENDA

Travel Paso Board of Directors – Regular Meeting
Tuesday, August 27, 2019 – 2:00p.m.
Oxford Suites, 800 4th Street, Paso Robles, CA 93446

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)
3. INTRODUCTION – Sarah Johnson-Rios, Assistant City Manager

ANNOUNCEMENTS

J. ARNOLD

PRESENTATIONS

4. Downtown Paid Parking Program – Donna King, City Parking Manager
5. Visit SLO CAL – TMD Renewal – Chuck Davison, CEO

CONSENT AGENDA (Action Required)

D. STROUD

6. Review/Approve July 16, 2019 Travel Paso Board Meeting Minutes
7. Travel Paso July 2019 Monthly Marketing Report
8. Travel Paso July 2019 Media Engagement Report
9. Travel Paso June/July Campaign Results
10. Travel Paso STR Report June/July 2019
11. City of Paso Robles TOT Report June 2019
12. SLO CAL STR Report June 2019
13. Review/Approve Travel Paso July 2019 Financials
14. Executive Director Report
15. Executive Committee August 15, 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

16. Travel Paso Board member resignation and replacement (**Action**)
17. Review and consider approving Paso Robles Conference Center MOU (**Action**)
18. Review and consider approving Project Manager Job Description for Paso Robles Conference Center (**Action**)
19. Review and consider approving Travel Paso Marketing Committee additional members (**Action**)

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

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

20. Travel Paso Destination Brand Development and Website Development Project Status (Update)



Imperative #4: Build and Leverage Relationships with our Partners

21. Community Updates

- **PR Conference Center Project Update**
- **SLO CAL DMS Update**
- **City of SLO Conference Center Feasibility**

ADJOURNMENT: To Next Regular Scheduled Board Meeting, September 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.