

AGENDA

Travel Paso Board of Directors – Regular Meeting  
**Tuesday, September 17, 2019 – 2:00p.m.**  
 Courtyard by Marriott, 120 S. Vine Street, Paso Robles, CA 93446

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

<b>ANNOUNCEMENTS</b>	<b>J. ARNOLD</b>
----------------------	------------------

<b>CONSENT AGENDA (Action Required)</b>	<b>D. STROUD</b>
---	------------------

3. Review/Approve August 27, 2019 Travel Paso Board Meeting Minutes
4. Travel Paso August 2019 Monthly Marketing Report
5. Travel Paso August 2019 Media Engagement Report
6. Travel Paso August 2019 Campaign Results
7. Travel Paso STR Report July 2019
8. City of Paso Robles TOT Report July 2019
9. Visit SLO CAL STR Report July 2019
10. Executive Director Report
11. Executive Committee September 12, 2019 Meeting Notes

<b>NEW BUSINESS, UPDATES &amp; DISCUSSIONS (Board Recommendation/Action Required)</b>	<b>J. ARNOLD/D. STROUD</b>
---	----------------------------

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

12. Review and consider approving Travel Paso Marketing Committee additional member (**Action**)
13. Review and consider approving a recommendation to submit to the Paso Robles City Council for the renewal of the Visit SLO CAL TMD. (Discussion and Action)

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

14. Review and consider approving August 2019 Financials (**Action**)

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

15. Travel Paso Destination Brand Development and Website Development Project Status (Update)
  - September 18, 2019 presentation campaign creative concepts and identify marker concepts

**Imperative #4: Build and Leverage Relationships with our Partners**

16. Report from Victor Popp re: Visit SLO CAL Board Meeting

**ADJOURNMENT: To Next Regular Scheduled Board Meeting in October 2019.**



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.