

AGENDA

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
 Tuesday, January 16, 2017 at 3:00pm
 Courtyard by Marriott; 120 South Vine Street, Paso Robles

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

ANNOUNCEMENTS	D. STROUD
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CONSENT AGENDA (Action Required)	D. STROUD
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- 3. Review/Approve November 21 Minutes**
 - Big Red Marketing November and December Monthly Marketing Report**
 - Kraftwerk Media – December Report and Ad Words**
 - STR Report November**
 - Review/Approve December Financials**
 - a. December Financial Review

UPDATES & DISCUSSIONS (Board Recommendation/Action Required)	D. STROUD
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- 4. Community Partnerships 2018**
 - a. Paso Pops Presentation
 - b. Final Marketing Committee Recommendation/BOD Action
- 5. Organizational Management**
 - a. Roles and Responsibilities of the Executive Committee/BOD Action
- 6. Travel Paso Transition and Outlook**
 - a. Strategic Planning Process – Review proposal/BOD Action
 - i. February - March - April
 - b. Digital Marketing Audit – Review proposal/BOD Action
 - c. Update on office search and staffing needs
- 7. Review Budget Re-Allocation for FY: 2017-18**
 - a. Schedule of Marketing Program Calendar
- 8. Paso Robles Billboards**
- 9. Executive Director Report**

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

ADJOURNMENT

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 Danna Stroud at 888-988-PASO least 48 hours prior to the meeting.