



AGENDA

Travel Paso Board of Directors –Regular Meeting
Tuesday, September 18, 2018 at 3:00 pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. CALL TO ORDER
2. PUBLIC COMMENT (Non-Agenda Items)
3. INTRODUCTIONS – NCI AFFILIATES

ANNOUNCEMENTS

V. POPP

CONSENT AGENDA (Action Required)

D. STROUD

4. Review/Approve August 21, 2018 Travel Paso Board Meeting Minutes
5. Travel Paso August 2018 Monthly Marketing Report
6. Travel Paso August 2018 Media Report
7. Travel Paso STR Report July 2018
8. SLO CAL STR Report July 2018
9. Review/Approve Travel Paso August 2018 Financials

UPDATES & DISCUSSIONS (Board Recommendation/Action Required)

V. POPP/D. STROUD

10. Tourism Economic Impact Report
11. Travel Paso Marketing Strategy
 - a. Review and consider approving
12. Travel Paso Fall Marketing Plan
 - a. Fall campaign, PR/Media, Social content calendar
13. Travel Paso FY 2018-19 Budget Reallocation
 - a. Review and consider approving proposed reallocation
14. Paso Talks Schedule
15. Travel Paso Strategic Plan Implementation Update
16. Executive Director Report

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. STROUD

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.