

PASO ROBLES DESTINATION MEETING AGENDA

Thursday, July 6, 2017 1:00 P.M.

MEETING LOCATION: LA BELLASERA HOTEL & SUITES
206 ALEXA STREET, PASO ROBLES, CA 93446

CALL TO ORDER

ROLL CALL Board Members: Sandra Sage – Chair; Margaret Johnson, Treasurer;
Alex Villicana, Secretary; John Arnold, Douglas Ayres, Kathy Bonelli,
Michael Bradley, Victor Popp, Bill Roof

PUBLIC COMMENT

The public may address the Committee on items other than those scheduled on the agenda. PLEASE BEGIN BY STATING YOUR NAME AND ADDRESS. EACH PERSON AND SUBJECT IS LIMITED TO A 3-MINUTE DISCUSSION. Any person or subject requiring more than three minutes may be scheduled for a future Committee meeting or referred to a sub-committee or staff. Those persons wishing to speak on any item scheduled on the agenda will be given an opportunity to do so at the time that item is being considered.

CONSENT CALENDAR

1. Review and Approve June Board Minutes (**Motion Required**)

UPDATES & DISCUSSIONS

1. **Community Relations & Events**
 - a. Receive and File Visit SLO CAL Monthly Update – John Arnold
 - b. Board invitation – July 17 at 5 pm - Paso Robles Pavilion Dedication at the Paso Robles Event Center

PASO ROBLES DESTINATION ADMIN

1. Receive and File County STR Report
2. Receive and File PRD Competitive Set STR Report

DMO TRANSITION ITEMS

1. **Administrative Items**
 - a. PO Box Secured – 661; Paso Robles, CA 93447
 - b. Bank Account Opened – Pacific Premier Bank
 - c. Bookkeeping:
 - i. Bookkeeper
 - ii. Quickbooks Online
 - iii. Order checks
 - d. Transition with City of Paso Robles
 - i. Update on Technology Assets
 - ii. Update on Financial Transfer
 - e. Letter from Paso Robles Destination to accompany July TOT forms
 - f. City Contract with Paso Robles Destination
 - g. Augustine Ideas Transfer
 - h. Big Red Marketing Administrative Transfer

DMO BOARD BUSINESS ITEMS

1. **Board Meeting Schedule**
 - a. Determine regular board meeting date/time/location
2. **Committee Appointments/Process**
 - a. Determine committee structure and consider applicants
 - i. Marketing Committee – Discuss process and timeline
 - ii. Finance Committee (M. Johnson, B. Roof, M. Bradley)

3. Executive Director Search

- a. Confirm job description to official post
- b. Discuss timeline, search committee and process
- c. Press release to announce new position

4. Marketing/Public Relations

- a. Big Red Marketing July deliverables
- b. Digital Ad buying options
- c. August – press release about new organization, announce Board of Directors and officers

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION

FUTURE AGENDA ITEMS

ADJOURNMENT