

AGENDA

Travel Paso Board of Directors



Travel Paso Board of Directors Meeting
Tuesday, October 17, 2017 3:00pm
Courtyard by Marriott
120 S. Vine, Paso Robles

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	S. JACOB
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3. League of American Bicyclists webinar – Wednesday, October 25, 1-2pm
How Paso Robles Can Support North Coast Communities
PRWCA Board – two Board openings for Associate/Hospitality members

CONSENT AGENDAS – motion required	S. JACOB
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4. Review/Approve September 19 Board Minutes
Review/Approve September 29 Closed Session Board Minutes
Review/Approve September Financials

UPDATES & DISCUSSIONS – motion required	S. JACOB
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5. Community Relations & Events

- a. Receive and File Visit SLO CAL Monthly Update

6. Paso Robles Destination Admin (Motion Required)

- a. Receive and File PRD Competitive Set STR Report
- b. Organization Transition Updates/Status
 - i. City of Paso Robles Contract
 - ii. Policies

7. Marketing (Motion Required)

- a. Receive and File September Monthly Marketing Report – Big Red Marketing
- b. Marketing Committee Updates/Recommendations
 - i. Visit Widgit – Paso Robles Chamber
 - ii. Visit SLO CAL Visitor Guide
 - iii. Fall Digital Advertising
 - iv. Community Partnerships

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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.