



## TRAVEL PASO MEETING AGENDA

Tuesday, September 19, 2017 3:00 P.M.

MEETING LOCATION: COURTYARD BY MARRIOTT PASO ROBLES  
120 SOUTH VINE STREET, PASO ROBLES CA 93446

**CALL TO ORDER**     [Download the Board Packet Here](#)

**ROLL CALL**             Board Members: Victor Popp – Chair; Margaret Johnson, Treasurer; Alex Villicana, Secretary; John Arnold, Douglas Ayres, Kathy Bonelli, Michael Bradley, Bill Roof, Brittany Tonkin, Steve Martin

### **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.

### **ANNOUNCEMENTS/ PRESENTATIONS**

- Amgen 2018 – Freda Berman, City of Paso Robles

### **CONSENT AGENDA (Motion Required)**

1. Review/Approve August Board Minutes
2. Review/Approve July and August Financials

### **UPDATES & DISCUSSIONS**

1. **Community Relations & Events**
  - a. Receive and File Visit SLO CAL Monthly Update
2. **Paso Robles Destination Admin (Motion Required)**
  - a. Receive and File PRD Competitive Set STR Report
  - b. Short-term Rental Task Force Update
  - c. Organization Transition Updates/Status
    - i. DBA – Travel Paso
    - ii. Legal Counsel – Trademark and Employment Services
    - iii. Policies:
      1. Conflict of Interest
      2. Capital Expenditure Policy
      3. Records Management Policies & Procedures
      4. FAM Trip Liability Waiver
3. **Marketing (Motion Required)**
  - a. Receive and File August Monthly Marketing Report – Big Red Marketing
  - b. Marketing Committee Updates/Recommendations
    - i. Fall Digital Advertising
    - ii. Community Partnerships
    - iii. Amgen 2018
    - iv. Vacation Rental Committee Member - Karli Twisselman

### **EXECUTIVE DIRECTOR REPORT**

1. Executive Director Search Committee Update - Special Meeting – Friday, September 29

### **NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS**

### **ADJOURNMENT**