



PASO ROBLES DESTINATION MEETING AGENDA

Tuesday, August 15, 2017 3:00 P.M.

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

CALL TO ORDER

[Download the Board Packet Here](#)

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.

ANNOUNCEMENTS

CONSENT AGENDA (Motion Required)

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

UPDATES & DISCUSSIONS

1. **Community Relations & Events**
 - a. Receive and File Visit SLO CAL Monthly Update – John Arnold
2. **Paso Robles Destination Admin (Motion Required)**
 - a. Receive and File County STR Report
 - b. Receive and File PRD Competitive Set STR Report
 - c. Organization Transition Updates/Status
 - i. Press Release – new organization, BOD, officers, etc.
 - ii. Accountant proposal
 - d. Board Member Resignation – Sandra Sage
 - e. Board Member Appointment
 - f. Chairman Election
3. **Marketing (Motion Required)**
 - a. Receive and File July Monthly Marketing Report – Big Red Marketing
 - b. Presentation – Digital Marketing Strategies and Tactics – Big Red Marketing
 - c. Marketing Committee Selection
 - d. Discussion Items/Updates:
 - i. Billboards
 - ii. Amgen 2018
 - iii. Paso Robles Half Marathon
 - iv. Fall Advertising
 - v. Media kit/facts sheets



EXECUTIVE DIRECTOR REPORT

1. Updates – community partnerships and presentations
2. Executive Director Search Committee Appointment (**Motion Required**)
3. Timeline

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION

FUTURE AGENDA ITEMS

ADJOURNMENT