

AGENDA – Travel Paso Corporate Travel Task Force

Wednesday, June 23, 2021 – 9:30 – 11:00 am

THE SANDBOX, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – URL:

<https://us02web.zoom.us/j/84155557222?pwd=dFlkekhDN2Y3RXdEVzQrVWhCYzBudz09>

Meeting ID: 841 5555 7222 Passcode: 559688

Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	S. JACOB
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KEY DISCUSSION ITEMS	S. JACOB
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3. Charge to the Task Force
 - a. Develop a mid-week strategy; define what corporate travel now looks like and build awareness among this audience
4. Corporate Travel and Group Business for 2021 and Beyond (Roundtable Discussion)
 - a. Identify marketing funnel for B2B clients
 - b. Identify major markets
 - c. Develop “Top 50” lists of potential clients in major markets
 - i. Define niche groups + align partners interested in this segment
 - d. Sponsorship
 - i. San Jose Earthquakes
 - e. Conferences
 - i. IPW Las Vegas, Sept. 18-22, 2021
 - ii. IPW Orlando, June 4-8, 2022
 - f. Build collateral to support search – amenities, number of rooms, meeting spaces, etc.
 - i. Website page(s)
 - ii. Newsletter – specific to meeting/event planners
 - iii. Postcard pack – tailor message specific to this audience segment
5. Action Items and Next Steps
 - a. Meeting schedule
 - b. Report back to Marketing Committee

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 Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.