

AGENDA – Travel Paso Corporate Travel Task Force

Tuesday, August 3, 2021 – 9:30 – 11:00 am

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

Video Conference Option – URL:

<https://us02web.zoom.us/j/84984940083?pwd=VkFWSzVWSWJLK0tTK3BzcHpFYVZxdz09>

Meeting ID: 849 8494 0083 Passcode: 448144

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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CONSENT AGENDA (Action)	S. JACOB
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3. Travel Paso June 23, 2021, Corporate Travel Task Force Minutes

KEY DISCUSSION ITEMS	S. JACOB
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4. Corporate Travel and Group Business for 2021 and Beyond
 - a. Develop “Top 50” lists of potential clients in major markets
 - i. [Email Collection Form](#)
 - ii. Postcard pack – tailor [top card message](#) specific to this audience segment
 - b. FAM Tour
 - c. Sponsorship Update
 - i. San Jose Earthquakes
 1. Past Activations – June 26, July 24
 2. Future – August 8
 - d. Conferences
 - i. IPW Las Vegas, Sept. 18-22, 2021
 1. Media Marketplace
 2. Tradeshow
 - e. Build collateral to support search – amenities, number of rooms, meeting spaces, etc.
 - i. Develop itineraries specific to group size:
 1. 1-25
 2. 26-50
 3. 51-100
 4. 101-200
5. Action Items and Next Steps
 - a. Next Meeting
 - b. Report back to Marketing Committee and Board of Directors

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.