

AGENDA



Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting
Tuesday, September 11, 2018 3:30pm
Courtyard by Marriott
120 S. Vine Street, Paso Robles, CA 93446
Call in - Dial #: (712) 770-4090 Access Code: 221660 Host Pin: 1908

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

ANNOUNCEMENTS	D. Stroud
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CONSENT AGENDA	D. Stroud
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3. August 14, 2018 Meeting Minutes
Travel Paso – August 2018 Monthly Marketing Report
Solterra Strategies – August 2018 Public Relations/Media Engagement Report
STR Report – July 2018 (Travel Paso)
STR Report – July 2018 (SLO CAL)

UPDATES & DISCUSSIONS	D. Stroud
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4. Travel Paso Marketing Strategy
 - Value Proposition
 - Personas
5. Fall Campaign Outline
6. Travel Paso Marketing Budget Reallocation

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	D. Stroud
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7. Economic Impact Study – Preliminary Data
8. Partner Contribution for Travel Paso Photo Asset Library
9. Paso Talks Community Forums – September 19, 2018 Tourism
10. Community Partnerships – Update Process
11. Travel Paso Strategic Plan – Implementation Update & Review

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.