

AGENDA – Travel Paso Marketing Committee



Tuesday, June 9, 2020 – 3:00 p.m. Via

Zoom Meeting Link:

<https://us02web.zoom.us/j/86769849911?pwd=VUEvRXNLS3M4T2RhN1hESCtzSTIHQT09>

Meeting ID: 816 2455 2536 Password: 084018

Access via phone if computer microphone not in place: 1-669-900-6833

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

INTRODUCTIONS/ANNOUNCEMENTS	S. Jacob
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CONSENT AGENDA (review and consider approving)	S. Jacob
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- 3. May 12, 2020 Marketing Committee Minutes**
 - Travel Paso – May Monthly Marketing Reports
 - Travel Paso – May Public Relations/Media Engagement Reports
 - STR Report – April 2020 (Travel Paso)
 - STR Report – April 2020 (SLO CAL)
 - Tourism Economics Monthly Forecast – June 2022

NEW BUSINESS	S. Jacob
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- 4. COVID-19 Reopening**
 - Paso Robles Tourism Ecosystem Updates
- 5. COVID-19 Marketing Updates**
 - Locals Campaign - #PasoStrong
 - Reopening Campaign
 - Public Relations Strategy
 - Savor Real California Road Trips
 - Website Updates
- 6. Fiscal Year 2020-2021 Budget Priorities**

OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	S. Jacob
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ADJOURNMENT: To Next Scheduled Meeting July 14, 2020 - 3:00 p.m.

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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.