

AGENDA – Travel Paso Marketing Committee

Tuesday, July 14, 2020 – 3:00 p.m.

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/84871824349?pwd=c1JRbjV1eUpXTDRFcVBEBWnZFUWNYdz09>

Meeting ID: 848 7182 4349 Password: 148296

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

Link to Supporting Documents:

<https://www.dropbox.com/sh/992f7d4s1wkw4og/AADVYmgjLcOQNrziktCv8QnQa?dl=0>



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. June 9, 2020 Marketing Committee Minutes Travel Paso
June Monthly Marketing Reports
Travel Paso – June Public Relations
May Arrivalist Report
May Tourism Economics Report
STR Report – May 2020 (Travel Paso) - Pending
STR Report – June 28-July 4 (SLO CAL) – May report pending
Visit SLO CAL Equity and Inclusion Statement
SLO CAL - June Marketing Update

NEW BUSINESS	S. Jacob
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4. COVID-19 Reopening
 - Paso Robles Tourism Ecosystem Updates
 - Safe and Open – Messaging, Signage, Video
5. COVID-19 Marketing Updates
 - Locals Campaign - #SavorPaso
 - Dining in the Park Updates
 - Marketing: <https://go.travelpaso.com/savorpaso/>
 - Billboards
 - Marketing Toolkit
 - Public Relations Updates
 - Year End Report
 - Road Trips Campaign- Fall
 - Canossa Grand Tours – Paso Robles Inaugural US Tour – Sponsorship Request
 - Website Updates

OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	S. Jacob
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ADJOURNMENT: To Next Scheduled Meeting August 11, 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 Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.