

## AGENDA – Travel Paso Marketing Committee Meeting

**Tuesday, January 9, 2024 – 3:00 pm**

**Meeting Location: Paso Robles Wine Country Alliance  
1446 Spring Street, Suite 103, Paso Robles, CA 93446**

<b>CALL TO ORDER</b>	<b>L. JOHNS</b>
1. Roll Call	
<b>PUBLIC COMMENT</b>	<b>L. JOHNS</b>
2. Public Comment (On Non-Agenda Items)	
<b>ANNOUNCEMENTS</b>	<b>L. JOHNS</b>
<b><u>CONSENT AGENDA (Action)</u></b>	<b>L. JOHNS</b>
3. Travel Paso Marketing Committee Meeting Minutes from November 7, 2023	
4. Travel Paso November and December Marketing Reports	
5. Travel Paso November and December Media Reports	
6. October and November Business Intelligence Reports (Visit SLO CAL)	
7. October and November STR Reports (Travel Paso)	
8. October TOT by Segment Report (Visit SLO CAL)	
9. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)	
10. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)	
11. November Wine Business Intelligence Report	
<b>TRAVEL PASO TEAM UPDATES</b>	<b>L. JOHNS</b>
<b>NEW BUSINESS &amp; UPDATES</b>	<b>L. JOHNS</b>
<u>Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem</u>	
12. Update on Tourism Round Up – May 23, 2024	
a. RFP for Venue	
13. 2024 Hospitality and Tourism Awards	
a. 4 Award Categories	
b. Nominations Open: January 15, 2024 – March 31, 2024	
<u>Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives</u>	
14. Content Calendar Review	
a. Q1 and Q2 2024	
b. Call for Content – Share Your Photos, Events, etc.	
15. Advertising/Media Plan – Update on Savor Campaign	
16. Content Creator/Influencer – Formalize plan and intentions	
17. 2024 Partnerships with San Jose Sharks and San Jose Earthquakes	
18. Re-Cap of CAL SAE – December 12-13, 2023	
<u>Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships</u>	
19. Re-Cap of Holidays in the Park and New Year's Eve Concert	
20. Update on Collaborations with PRWCA	
a. Re-Cap of San Diego Bay Wine & Food Festival – November 8-12, 2023	
b. Podcast Planning 2024	
c. Annual Dinner – February 8, 2024	

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

L. JOHNS

**Next Meeting:**

Thursday, March 7, 2024 at 3pm – Location TBD

**Adjourn**

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.