

**AGENDA – Travel Paso Marketing Committee**

**Tuesday, January 10, 2023 – 3:00 pm**  
**Meeting Location: JUSTIN Winery**  
**1214 Park Street, Paso Robles, CA 93446**

Virtual Option for Public Participation<sup>1</sup>  
 Join Zoom Meeting

<https://us02web.zoom.us/j/89465081787?pwd=Z05ZNUFhaE1ycjJhekRqQ3FXWnFldz09>

Meeting ID: 894 6508 1787

Passcode: 068626

<b>CALL TO ORDER</b>	<b>S. JACOB</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>S. JACOB</b>
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2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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<b><u>CONSENT AGENDA</u> (Action)</b>	<b>S. JACOB</b>
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3. Travel Paso Marketing Committee Meeting Minutes from November 8, 2022
4. Travel Paso November and December Marketing Reports
5. Travel Paso November and December Media Reports
6. October and November Business Intelligence Reports
7. October and November STR Reports (Travel Paso)
8. October and November COVID-19 Recovery Trackers
9. September and October TOT by Segment Reports
10. October Community Performance Report

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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New Business

11. SLO CAL Welcome Customer Service Training – Melissa Murray

Imperative #1: Actively Lead the Tourism Community in Paso Robles

12. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Corporate Meeting Planner FAM – March 22-24, 2023
    - i. Paso in a Box Webinar – January 12, 2023 at 11am
      1. 75 Paso Boxes Shipped on January 4
      2. Invitation to register for FAM / Jan. 27 Deadline

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<sup>1</sup> Travel Paso will make reasonable efforts to make the meeting accessible virtually; however, if one of the virtual options are unavailable due to technological issues, you are invited to take advantage of the other options, including in-person attendance.

- ii. Itinerary Review
  - 1. Destination Showcase on March 23 – Open to all hospitality partners

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

- 13. Strategic Plan 2023

Imperative #3: Define, Develop and Steward the Paso Robles Brand

- 14. Content Calendar Review
  - a. Q1 and Q2 2023
- 15. Advertising/Media Plan
  - a. January – June 2023
- 16. Sponsorships – Earthquakes 2023 Contract Renewed
  - a. June 15 – Onsite Event in Collaboration with PRWCA

Imperative #4: Build and Leverage Relationships with our Partners

- 17. PRWCA 2023 Partnership:
  - a. February 9 – Lunch n Learn
  - b. Magnum Sponsor
  - c. Podcast Sponsor
  - d. San Jose Event
  - e. Media Collaborations
  - f. Denver Road Show – Fall 2023

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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**Next Meeting:**  
 Tuesday, March 14, 2023 at 3pm at Paso Robles Events Center

**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.