

## AGENDA – Travel Paso Marketing Committee

Tuesday, January 12, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/86319480174?pwd=ekNvTHJzTVVibVlyZjhTS0p2eDYvQT09>

Meeting ID: 863 1948 0174      Passcode: 153164

Access via phone if computer microphone is not available: 1 (669) 900-6833

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

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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<b>CONSENT AGENDA</b>	<b>S. JACOB</b>
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3. Travel Paso November 10, 2020 Marketing Committee Minutes (Action)
4. Travel Paso November and December Marketing Report
5. Travel Paso November and December Media Report
6. October and November Tourism Economics Report
7. October and November STR Report (Travel Paso)
8. October and November STR Report (SLO CAL)
9. October COVID-19 Recovery Tracking
10. October and November Arrivist Report
11. SLO CAL November and December Marketing & Trade Update

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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*Reference January Marketing Committee Meeting Deck*

12. Marketing Updates
  - a. Website Data and Updates
  - b. Digital Marketing – Email and Social Media
  - c. Media Summary
  - d. [Road Trip + Holiday Campaign](#) – #RealCARoadTrip
    - i. Campaign Summary with Q&A Discussion
  - e. Postcards from Paso – Launch Late January – March
    - i. Discussion and Next Steps
13. COVID-19 Updates – Paso Robles Tourism Ecosystem
  - a. TOT Tax Deferral Request – January 19
  - b. City Council to Review Permanent Parklets – February 16

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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14. Branded Logo Wear

**ADJOURNMENT: To Next Scheduled Meeting on February 9, 2021 - 3:00 pm**

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.