

**AGENDA – Travel Paso Marketing Committee Meeting**

**Tuesday, January 14, 2025 – 3:00 pm**  
**Meeting Location: Paso Robles Inn – Matador Room**  
 1103 Spring Street, Paso Robles, CA 93446

<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>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
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3. Travel Paso Marketing Committee Meeting Minutes from November 12, 2024
4. Travel Paso November and December Marketing Reports
5. Travel Paso November and December Media Reports
6. October Community Performance Report (Visit SLO CAL)
7. November Community Performance Report (Visit SLO CAL)
8. October and November STR Reports (Travel Paso)
9. November TOT Summary and Segment Report (Visit SLO CAL)
10. November Wine Sales Report (Visit SLO CAL)

<b>TRAVEL PASO TEAM UPDATES</b>	<b>S. JACOB</b>
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<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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[Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem](#)

11. LA Wildfires
12. Tourism Economics Studies in Collaboration with Visit SLO CAL
  - a. Lodging Forecast Report Complete
  - b. 2024 Economic Impact Study Underway

[Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives](#)

13. Group Sales – Discuss Task Force
14. Social Media & Content Creation Program – Lutes Digital Media
15. Advertising/Media Plan – January – June 2025
16. Content Calendar – Call for Content
17. Orange County Restaurant Week – March 2-8, 2025
  - a. Kickoff Event – March 1, 2025
18. 2025 Tourism Round Up – May 8, 2025 – Save the Date
  - a. Venue – Paso Robles Inn
  - b. Keynote Speaker – Chris Thornberg, Beacon Economics
19. 2025 Tourism & Hospitality Awards
  - a. Call for Nominations – January 8, 2025 – March 7, 2025

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

20. Hospitality Bootcamp – PRWCA Partnership - March 10
21. Sweet Art Fundraiser to Support Studios on the Park – February 11 at 3pm, Sensorio
22. Savor Paso in San Jose – June 27

**Next Meeting:** Tuesday, March 11, 2025 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.