

AGENDA – Travel Paso Marketing Committee

Tuesday, February 9, 2021 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/86319480174?pwd=ekNvTHJzTVVlbVlyZjhTS0p2eDYvQT09>

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)

ANNOUNCEMENTS	S. JACOB
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[City Council Goal Setting Workshop](#) – February 20

CONSENT AGENDA	S. JACOB
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3. Travel Paso January 12, 2021 Marketing Committee Minutes (Action)
4. Travel Paso January Marketing Report
5. Travel Paso January Media Report
6. December Tourism Economics Report
7. December STR Report (Travel Paso)
8. December STR Report (SLO CAL)
9. December COVID-19 Recovery Tracking
10. December Arrivalist Report
11. SLO CAL January Marketing & Trade Update

NEW BUSINESS & UPDATES	S. JACOB
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Reference February Marketing Committee Meeting Deck

12. Marketing Updates
 - a. Website Data
 - b. Digital Marketing – Email and Social Media
 - i. Valentine’s Day Promotion
 - c. Media Updates
 - i. IMM Trends and Highlights
 - d. Postcards from Paso – Launched January
 - i. Campaign Updates with Q&A Discussion
 - e. Branded Apparel and Merchandise Review
13. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Propane Reimbursement Program
 - b. “Keep it Local” Gift Card Program
 - c. Parklets – March

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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15. Spring Road Trip Campaign, April – June
16. Website Collaboration with PRWCA

ADJOURNMENT: To Next Scheduled Meeting on March 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.