

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, February 13, 2024 – 3:00 pm
Meeting Location: Paso Robles Inn, Matador Room
1103 Spring St, Paso Robles, CA 93446

TOUR OF PASO ROBLES INN RENOVATIONS	S. JACOB
<ul style="list-style-type: none"> The tour will last approximately 30 minutes. 	
CALL TO ORDER	S. JACOB
<ol style="list-style-type: none"> Roll Call 	
PUBLIC COMMENT	S. JACOB
<ol style="list-style-type: none"> Public Comment (On Non-Agenda Items) 	
ANNOUNCEMENTS	S. JACOB
<u>CONSENT AGENDA</u> (Action)	S. JACOB
<ol style="list-style-type: none"> Travel Paso Marketing Committee Meeting Minutes from January 9, 2024 Travel Paso January Marketing Report Travel Paso January Media Report December Community Business Intelligence Report (Visit SLO CAL) December STR Report (Travel Paso) November TOT by Segment Report (Visit SLO CAL) TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles) TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles) December Wine Business Intelligence Report 	
TRAVEL PASO TEAM UPDATES	S. JACOB
NEW BUSINESS & UPDATES	S. JACOB

Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem

- Update on Tourism Round Up – May 23, 2024
 - RFP for Venue – Deadline is February 23, 2024
 - Lynn Carpenter, Visit CA, Confirmed as Key Note Speaker
- 2024 Hospitality and Tourism Awards
 - 4 Award Categories
 - Nominations Open: January 15, 2024 – March 31, 2024

Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives

- Savor Real California Campaign Updates
 - Public Relations – Satellite Media Tour – March 14
- Content Calendar – Call for Content
- Advertising/Media Plan – Update on Savor Campaign
 - Savor Paso in San Jose (PayPal Park) – June 13, 2024
- Content Creator/Influencer – Formalize Plan and Intentions
- IPW – May 3-7

[Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships](#)

19. Travel Paso and PRWCA – Visit CA Poppy Awards Finalist, Best Strategic Partnership Destination Category
20. Update on Collaborations with PRWCA
 - a. Podcast Planning – Review Spotlight Guests for 2024
21. Paso Robles Chamber of Commerce 2024 Gala – March 23, 2024

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

Next Meeting:

Tuesday, April 9, 2024 at 3pm – Location TBD

Tuesday, June 11, 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.