

AGENDA – Travel Paso Marketing Committee

Tuesday, March 9, 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)

ANNOUNCEMENTS	S. JACOB
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Sensorio Reopening and New Display
San Jose Earthquakes Opportunity – 15 minutes

CONSENT AGENDA (Action)	S. JACOB
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3. Travel Paso February 9, 2021 Marketing Committee Minutes
4. Travel Paso February Marketing Report
5. Travel Paso February Media Report
6. January Tourism Economics Report
7. January STR Report (Travel Paso)
8. January STR Report (SLO CAL)
9. January Arrivalist Report
10. SLO CAL February Marketing & Trade Update

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

11. Marketing Updates
 - a. Website Data
 - b. Digital Marketing – Email and Social Media
 - c. Media Updates
 - d. Postcards from Paso – Launched January
 - i. Campaign Updates with Q&A Discussion
 - e. Spring Road Trips Campaign Overview, April – June
 - i. Q&A Discussion
 - f. San Jose Earthquakes Discussion
12. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Propane Reimbursement Program
 - b. “Keep it Local” Gift Card Program
 - c. Parklets – March
13. Marketing Committee Recruitment

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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14. Brainstorm FY 2021-22 Big Ideas
15. Website Collaboration with PRWCA

ADJOURNMENT: To Next Scheduled Meeting on April 13, 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.