

AGENDA – Travel Paso Marketing Committee Special Meeting

Wednesday, March 15, 2023 – 3:00 pm
Meeting Location: Paso Robles Event Center, Sky Box
2198 Riverside Avenue, Paso Robles, CA 93446

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| CALL TO ORDER | S. JACOB |
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1. Roll Call

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| PUBLIC COMMENT | S. JACOB |
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2. Public Comment (On Non-Agenda Items)

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| ANNOUNCEMENTS | S. JACOB |
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| CONSENT AGENDA (Action) | S. JACOB |
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3. Travel Paso Marketing Committee Meeting Minutes from January 10, 2023
4. Travel Paso January and February Marketing Reports
5. Travel Paso January and February Media Reports
6. December Business Intelligence Reports
7. December and January STR Reports (Travel Paso)
8. December COVID-19 Recovery Trackers
9. November TOT by Segment Reports (Visit SLO CAL)
10. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
11. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)
12. December Wine Business Intelligence Report

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| NEW BUSINESS & UPDATES | S. JACOB |
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New Business

13. Visit SLOCAL Advocacy Efforts for Increase in State Employee Per Diem Rates
 - a. Travel Paso Letter of Support to Senator Laird

Imperative #1: Actively Lead the Tourism Community in Paso Robles

14. Mid-Week, Group, and Corporate Travel Initiatives
 - a. Corporate Meeting Planner FAM – March 22-24, 2023 – Itinerary Review
 - i. Destination Showcase on March 23 – Open to all hospitality partners

Imperative #3: Define, Develop and Steward the Paso Robles Brand

15. Update on Savor Real California Campaign Launched on January 23, 2023
16. Re-Cap of Visit CA Outlook Forum – March 6-9, 2023
17. Re-Cap of Visit SLO CAL Marketing Committee Retreat – March 14, 2023
18. Update on San Jose Earthquakes On-Site Event on June 15, 2023 – Travel Paso/ PRWCA Collaboration
19. Content Calendar Review
 - a. Q2 – April, May, June, 2023

Imperative #4: Build and Leverage Relationships with our Partners

20. City of Paso Robles – July 4th Event Sponsorship Request

Next Meeting:

Tuesday, May 9, 2023 at 3pm at Ancient Peaks Winery

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.