

## AGENDA – Travel Paso Marketing Committee Meeting

**Tuesday, April 9, 2024 – 3:00 pm**  
**Meeting Location: Allegretto Vineyard Resort, St. Aquinas**  
**2700 Buena Vista Dr, Paso Robles, CA 93446**

<b>CALL TO ORDER</b>	<b>S. JACOB</b>
1. Roll Call	
<b>PUBLIC COMMENT</b>	<b>S. JACOB</b>
2. Public Comment (On Non-Agenda Items)	
<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
<b>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
3. Travel Paso Marketing Committee Meeting Minutes from February 13, 2024	
4. Travel Paso February and March Marketing Reports	
5. Travel Paso February and March Media Reports	
6. January Community Business Intelligence Report (Visit SLO CAL)	
7. January and February STR Reports (Travel Paso)	
8. December TOT by Segment Report (Visit SLO CAL)	
9. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)	
10. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)	
<b>TRAVEL PASO TEAM UPDATES</b>	<b>S. JACOB</b>
<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>

Presentations:

11. Alyssa Manno, Visit SLO CAL – SLO CAL Welcome Program

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

12. Update on Tourism Round Up – May 23, 2024
  - a. RFP for Venue – Oyster Ridge Barn
  - b. Lynn Carpenter, Visit CA, Confirmed as Keynote Speaker
  - c. Program Details and Schedule are Currently Being Developed
13. 2024 Hospitality and Tourism Awards
  - a. 4 Award Categories
  - b. Nominations Closed
  - c. Judges Confirmed – Panel Meeting this Month to Select Recipients
14. Marketing Committee Recruitment/ Renewal for FY 2024-25
  - a. Process and Timeline

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

15. Savor Real California Campaign Updates
  - a. Public Relations – Satellite Media Tour – March 14
16. Content Calendar – Call for Content
17. Advertising/Media Plan – Update on Savor Campaign
  - a. Savor Paso in San Jose (PayPal Park) – June 13, 2024
  - b. Registration Open and Tickets on Sale

- 18. Content Creator/Influencer – Formalize Plan and Intentions
  - a. Kelly Rizzo – Eat Travel Rock
- 19. IPW – May 3-7
- 20. Strategic Plan 2023-2025
  - a. Fiscal Year 2024-2025 Priorities

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

- 21. Update on Collaborations with PRWCA
  - a. Podcast Planning – Review Spotlight Guests for 2024
  - b. Support on Wine Fest

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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**Next Meeting:**  
 Tuesday, June 11, 2024 at 3pm – Location TBD

**Adjourn**

<b>TOUR OF ALLEGRETTO</b>	<b>N. CALABRETTA</b>
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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.