

AGENDA – Travel Paso Marketing Committee

Thursday, April 15, 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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Paso Robles Event Center Update – 15 minutes

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

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

11. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. June 15 Opening
12. Visit SLO CAL Marketing Retreat Updates
13. Marketing Updates
 - a. Website Data
 - b. Digital Marketing – Email and Social Media
 - c. Media Updates
 - d. Postcards from Paso, January – March
 - i. Campaign Summary with Q&A Discussion
 - e. Spring Road Trips Campaign Overview, April – June
 - i. Campaign Update with Q&A Discussion
14. FY 2021-22 Marketing Ideas
15. Marketing Committee Recruitment

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURNMENT: To Next Scheduled Meeting on May 11, 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.