

## AGENDA – Travel Paso Marketing Committee Meeting

**Tuesday, May 9, 2023 – 3:00 pm**  
**Meeting Location: Alta Colina Vineyard & Winery**  
**2825 Adelaida Road, Paso Robles, CA 93446**

<b>CALL TO ORDER</b>	<b>S. JACOB</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>S. JACOB</b>
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2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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<b>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
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3. Travel Paso Marketing Committee Meeting Minutes from March 15, 2023
4. Travel Paso March and April Marketing Reports
5. Travel Paso March and April Media Reports
6. January, February, and March Business Intelligence Reports
7. February and March STR Reports (Travel Paso)
8. January, February, and March COVID-19 Recovery Trackers
9. December, January, and February 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. February and March Wine Business Intelligence Reports

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

13. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Re-Cap of Corporate Meeting Planner FAM + Budget – March 22-24, 2023

Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization

14. Marketing Committee Recruitment/ Renewal for FY 2023-24
  - a. Process and Timeline

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

15. Update on Savor Real California Campaign
16. Update on Savor Paso Event on June 15, 2023 – Travel Paso / PRWCA Collaboration
17. Content Calendar Review
  - a. Q3 – July, August, September 2023
18. Strategic Plan 2023-2025
  - a. Fiscal Year 2023-2024 Priorities

Imperative #4: Build and Leverage Relationships with our Partners

19. At Her Table Event ReCap
20. Round Table of Events: May – July

**OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS**

**Next Meeting:**

Tuesday, July 11, 2023 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.