

AGENDA – Travel Paso Marketing Committee

Tuesday, May 11, 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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Labor Shortage

CONSENT AGENDA (Action)	S. JACOB
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3. Travel Paso April 15, 2021 Marketing Committee Minutes
4. Travel Paso April Marketing Report
5. Travel Paso April Media Report
6. March Business Intelligence Report
7. March STR Report (Travel Paso)
8. March STR Report (SLO CAL)
9. March Covid-19 Recovery Tracker
10. March Arrivalist Report
11. SLO CAL April Marketing & Trade Update

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

12. Covid-19 Updates – Paso Robles Tourism Ecosystem
 - a. Mobile Vaccine Clinics
 - b. Private Venues and Events Guidance
 - c. June 15 Opening and Juneteenth
13. Marketing Updates
 - a. Partner Collaboration – VCA, CCTC and PRWCA
 - i. Paso Wine Fest, May 20-23
 - b. Spring Road Trips Campaign Updates, April – June
 - i. Paso in a Box Spring Edition, May/June
14. Website Updates
15. FY 2021-22
 - a. Marketing Update
 - b. Marketing Committee Applications

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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16. Develop Mid-Week Strategy and New Corporate Travel Ideas

ADJOURNMENT: To Next Scheduled Meeting on June 8, 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.