

AGENDA – Travel Paso Marketing Committee

Tuesday, June 8, 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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Mid-State Fair Update from Tom Keffury – 15 minutes

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

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

12. Covid-19 Updates – Paso Robles Tourism Ecosystem
 - a. June 15 Reopening
13. Marketing Updates
 - a. Branded Merchandise
 - b. Spring Road Trips Campaign Updates, April – June
 - i. Paso in a Box Spring Edition, June 3
 - c. Reopening Campaign, June 7 – July 5
14. Website Updates
15. Corporate Travel Task Force
16. Roundtable for FY 2021-22 Committee Organization
 - a. Introductions
 - b. Meeting Schedule and Format
 - i. Quarterly in-person meetings with industry spotlights

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURNMENT: To Next Scheduled Meeting on July 13, 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.