

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, July 9, 2024 – 3:00 pm

Meeting Location: Vina Robles Vineyards & Winery – Cellar Lounge
3700 Mill Rd, Paso Robles, CA 93446

CALL TO ORDER	S. JACOB
1. Roll Call	
PUBLIC COMMENT	S. JACOB
2. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	S. JACOB
<u>CONSENT AGENDA</u> (Action)	S. JACOB
3. Travel Paso Marketing Committee Meeting Minutes from June 11, 2024	
4. Travel Paso June Marketing Reports	
5. Travel Paso June Media Reports	
6. April and May Community Performance Reports (Visit SLO CAL)	
7. May Community Benchmark Wine Industry Report	
8. May STR Reports (Travel Paso)	
9. March and April TOT by Segment Reports (Visit SLO CAL)	
10. TOT Summary by Lodging Category FY 2017 – FY 2024 YTD (City of Paso Robles)	
11. Quarterly Visitation Trends Report – Q1 2024 (Visit SLO CAL)	
TRAVEL PASO TEAM UPDATES	S. JACOB
NEW BUSINESS & UPDATES	S. JACOB
Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem	
Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives	
12. 2025 Community Event Marketing Grants	
a. Timeline for Applications and Award	
b. Identify Sub-Committee	
13. Re-Cap of Savor Paso in San Jose (PayPal Park) – June 13, 2024	
14. Re-Cap of Savor Paso Marketing Campaign	
15. Advertising/Media Plan – Priorities for FY 24-25	
16. Content Calendar – Call for Content	
17. Content Creator/Influencer	
18. 805 Living – September Food and Wine Issue	
Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships	
19. 2024 California Mid-State Fair Highlights	S. Martineau
20. At Her Table Presentation	M. Barrera
21. SLO CAL Visitors Guide	N. Bordges
OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB

Next Meeting: Tuesday, September 10, 2024 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.