

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, July 11, 2023 – 3:00 pm
Meeting Location: Tablas Creek Vineyard
9339 Adelaida 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
CONSENT AGENDA (Action)	S. JACOB
3. Travel Paso Marketing Committee Meeting Minutes from May 9, 2023	
4. Travel Paso May and June Marketing Reports	
5. Travel Paso May and June Media Reports	
6. April and May Business Intelligence Reports	
7. April and May STR Reports (Travel Paso)	
8. April COVID-19 Recovery Tracker	
9. March TOT by Segment Report (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. April and May Wine Business Intelligence Reports	
TRAVEL PASO TEAM UPDATES	S. JACOB
13. Marketing Committee FY: 2024	
<ul style="list-style-type: none"> • Introductions - Marketing Committee Roster • Meeting Schedule FY 2024 • Final Business and Marketing Plan FY: 2024 	
NEW BUSINESS & UPDATES	S. JACOB
14. <u>Presentations</u>	
<ul style="list-style-type: none"> • At Her Table 2023 Recap – Michelle Barrera 	
<u>Objective 1: Collaboratively lead and advocate for the Paso Robles tourism ecosystem</u>	
15. Downtown Parking – Travel Paso Position	
<u>Objective 2: Amplify the Paso Robles Brand through strategic marketing initiatives</u>	
16. Discuss incentive program for corporate meeting planners	
17. Discuss travel trade shows for FY: 2024	
18. Review Community Event Marketing Program Timeline and KPIs	
<u>Objective 3: Foster constructive relationships and strengthen existing partnerships</u>	
19. Savor Paso – June 15 Recap – Travel Paso / PRWCA Collaboration	
20. July 4 th – Paso Robles Community Event and Fireworks – Travel Paso / City of Paso Robles	

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

Resident Sentiment Study – Visit SLO CAL will present the county-wide findings of the study at the July 18th Board Meeting.

Next Meeting:

Tuesday, September 12, 2023 at 3pm – Vina Robles Winery
1200 Priska Dr, Paso Robles, CA 93446

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.