

## AGENDA – Travel Paso Marketing Committee

**Tuesday, July 13, 2021 – 3:00 pm**

The SANDBOX Training Room, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – URL:

<https://us02web.zoom.us/j/86319480174?pwd=ekNvTHJzTVVibVlyZjhTS0p2eDYvQT09>

Meeting ID: 863 1948 0174      Passcode: 153164

Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER
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 June 8, 2021, Marketing Committee Minutes
4. Travel Paso June Marketing Report
5. Travel Paso June Media Report
6. May Business Intelligence Report
7. May STR Report (Travel Paso)
8. May STR Report (SLO CAL)
9. May Covid-19 Recovery Tracker
10. May Arrivalist Report
11. SLO CAL June Marketing & Trade Update
12. Travel Paso June 23, 2021, Corporate Travel Task Force Minutes

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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*Reference July Marketing Committee Meeting Deck*

Imperative #1: Actively Lead the Tourism Community in Paso Robles

13. Mid-Week and Corporate Travel Strategy
  - a. Corporate Travel Task Force Update
    - i. Next Meeting - August 3 at 9:30am
  - b. San Jose Earthquakes Sponsorship
    - i. [June 26 Activation](#)
    - ii. Future Dates - July 24, August 8
  - c. IPW Las Vegas, September 18-22, 2021
    - i. Media Marketplace
    - ii. Tradeshow
14. Leisure Travel Strategy
  - a. Paso Presents Campaign Overview, September 2021 - June 2022

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

15. Visitor Profile Study
16. EDI Audience and Asset Alignment Study

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

17. Earned Media

- a. [Today Show](#)

Imperative #4: Build and Leverage Relationships with our Partners

18. Visitor Center and Paso Robles Merchandise

19. Community Events Program

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<b>S. JACOB</b>
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**ADJOURNMENT: To Next Scheduled Meeting on August 10, 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.