

AGENDA – Travel Paso Marketing Committee

**Tuesday, August 9, 2022 – 3:00 pm**  
**Meeting Location: Cass Winery**  
**7350 Linne Road, Paso Robles, CA 93446**

<b>CALL TO ORDER</b>	<b>S. JACOB</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>S. JACOB</b>
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2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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- Tracy Strann, San Luis Obispo Botanical Garden

<b>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
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3. Travel Paso Marketing Committee Meeting Minutes from June 14, 2022
4. Travel Paso June and July Marketing Reports
5. Travel Paso June and July Media Reports
6. May and June Business Intelligence Reports
7. June STR Reports (Travel Paso)
8. May and June COVID-19 Recovery Tracker
9. April and May TOT by Segment Reports

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

10. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Wine Enthusiast Media Conference Re-Cap
  - b. Visit CA Luxury Forum – Oct. 25
  - c. Corporate Meeting Planner FAM – Q1 2023

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

11. Strategic Planning Process
  - a. Survey
  - b. Marketing Committee Focus Group – Sept. 7 at 2pm via Zoom

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

12. Marketing Calendar Overview for FY 2022-23
13. Content Calendar Review (August, September, October)

Imperative #4: Build and Leverage Relationships with our Partners

14. PRWCA Road Show
  - a. Dallas
  - b. Scottsdale
15. Community Events - Grant Application & Timeline

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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**Next Meeting:**

Tuesday, October 11, 2022 at 3pm at Paso Robles Wine Merchant

**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.