

AGENDA – Travel Paso Marketing Committee

Tuesday, August 10, 2021 – 3:00 pm

Via Zoom Meeting – 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)

ANNOUNCEMENTS	S. JACOB
----------------------	-----------------

CONSENT AGENDA (Action)	S. JACOB
--------------------------------	-----------------

3. Travel Paso July 13, 2021, Marketing Committee Minutes
4. Travel Paso July Marketing Report
5. Travel Paso July Media Report
6. June Business Intelligence Report
7. June STR Report (Travel Paso)
8. June STR Report (SLO CAL)
9. June Covid-19 Recovery Tracker
10. June Social Media Marketing Dashboard
11. May TOT by Segment Report
12. Travel Paso August 3, 2021, Corporate Travel Task Force Minutes

NEW BUSINESS & UPDATES (Action)	S. JACOB
--------------------------------------------	-----------------

Reference August 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
 - b. San Jose Earthquakes Sponsorship
 - i. Activation Dates: July 24, August 8
 - c. IPW Las Vegas, September 18-22, 2021
 - i. Media Marketplace and Tradeshow

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. FY: 20-21 Marketing Report Recap

Imperative #4: Build and Leverage Relationships with our Partners

18. Community Event Marketing Program
 - a. Applications:
 - i. Paso Robles 46 West Wineries
 - ii. Rhone Rangers
 - iii. Paso Robles Horse Park
 - iv. Wine Country Runs

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURNMENT: To Next Scheduled Meeting on October 12, 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.