

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, September 10, 2024 – 3:00 pm
Meeting Location: Hampton Inn & Suites Paso Robles
 212 Alexa Ct, Paso Robles, CA 93446

TOUR OF HAMPTON INN & SUITES	S. JACOB
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1. Nicole East will host a tour of property upgrades. The tour will last approximately 30 minutes.

CALL TO ORDER	S. JACOB
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2. Roll Call

PUBLIC COMMENT	S. JACOB
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3. Public Comment (On Non-Agenda Items)

ANNOUNCEMENTS	S. JACOB
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CONSENT AGENDA (Action)	S. JACOB
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4. Travel Paso Marketing Committee Meeting Minutes from July 9, 2024
5. Travel Paso July and August Marketing Reports
6. Travel Paso July and August Media Reports
7. July Community Performance Reports (Visit SLO CAL)
8. June and July STR Reports (Travel Paso)
9. July TOT Summary (Visit SLO CAL)
10. July TOT by Segment Report (Visit SLO CAL)

TRAVEL PASO TEAM UPDATES	S. JACOB
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NEW BUSINESS & UPDATES	S. JACOB
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[Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem](#)

[Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives](#)

11. Community Event Marketing Grants
 - a. Aug. 19 – Oct. 18 – Application Period
 - b. Sub- Committee Meetings
12. Advertising/Media Plan – Priorities for FY 24-25
13. Content Calendar – Call for Content
14. Content Creator/Influencer
15. San Diego Wine and Food Festival – November 8-9
16. Pacific Wine and Food Classic – Sept 21
17. Satellite Media Tour – October 8 with Gabe Saglie
18. Crowdriff Creators

[Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships](#)

19. Joint FAM with Highway 1 Road Trip – October 3-4
20. Joint FAM dinner with Visit Morro Bay – Tentatively November 13

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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- **Tour of River Lodge Motel**

L. Callahan

Next Meeting: Tuesday, November 12, 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.