

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, September 12, 2023 – 3:00 pm

**Meeting Location: Vina Robles Winery
1200 Priska Drive, Paso Robles, CA 93446**

CALL TO ORDER	S. JACOB
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1. Roll Call

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

ANNOUNCEMENTS	S. JACOB
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- Mayor Martin Memorial Service – September 27, 5:30-7:00pm, Downtown City Park Gazebo
- SLO CAL Destination Summit – October 5, 2023

CONSENT AGENDA (Action)	S. JACOB
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3. Travel Paso Marketing Committee Meeting Minutes from July 11, 2023
4. Travel Paso July and August Marketing Reports
5. Travel Paso July and August Media Reports
6. July Business Intelligence Report
7. June and July STR Reports (Travel Paso)
8. July COVID-19 Recovery Tracker
9. June 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. July Wine Business Intelligence Report

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](#)

13. Discuss 2023 Visit SLO CAL Resident Sentiment Study & Community Specific Data
14. Discuss New Hospitality Recognition and Awards Program

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

15. Discuss Travel Trade Show Schedule for FY 2023-24
16. 2024 Community Event Marketing Program - Applications due October 20, 2023, at 5:00 p.m.
17. Concorso + Car Week Event Recap – August 12, 2023
18. Savor Paso Event Re-Cap and Final Budget

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

19. Update on Collaborations with PRWCA
 - a. October 26, 2023 – Denver Road Show
 - b. November 8-12, 2023 – San Diego Bay Wine & Food Festival

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

Next Meeting:

Tuesday, November 7, 2023 at 3pm – Oyster Ridge Barn Weddings & Event Venue, 5991 W Pozo Rd, Santa Margarita, CA 93453

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.