

AGENDA – Travel Paso Marketing Committee

Tuesday, October 11, 2022 – 3:00 pm
Meeting Location: Paso Robles Wine Merchant
1803 Spring Street, 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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- Chuck Davison, President & CEO, Visit SLO CAL

CONSENT AGENDA (Action)	S. JACOB
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3. Travel Paso Marketing Committee Meeting Minutes from August 9, 2022 and September 7, 2022
4. Travel Paso August and September Marketing Reports
5. Travel Paso August and September Media Reports
6. July and August Business Intelligence Reports
7. July and August STR Reports (Travel Paso)
8. July and August COVID-19 Recovery Tracker
9. June and July TOT by Segment Reports
10. 2019-2022 Market Performance Report
11. TOT Summary FY 2000 – FY 2023 YTD (City of Paso Robles)
12. TOT Summary by Lodging Category FY 2017 – FY 2023 YTD (City of Paso Robles)

NEW BUSINESS & UPDATES	S. JACOB
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

13. Mid-Week, Group, and Corporate Travel Initiatives
 - a. Corporate Meeting Planner FAM – Q1 2023 - Timeline and process

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

14. Strategic Planning Workshops Oct. 12 – 13.

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

15. Content Calendar Review (October, November, December)
16. Media Updates – Visit CA Reception San Francisco (Sept.) – IMM (January)
17. Sponsorships – Earthquakes 2022 Recap

Imperative #4: Build and Leverage Relationships with our Partners

18. Resident Tourism Sentiment Research Study – Visit SLO CAL

19. PRWCA Road Shows
 - a. Dallas – Oct. 6 Scottsdale – Oct. 27

20. Community Events - Grant Applications due November 1, 2022

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

Next Meeting:

Tuesday, November 8, 2022 at 3pm at 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.