

AGENDA – Travel Paso Marketing Committee

Tuesday, October 12, 2021 – 3:00 pm

The SANDBOX Meeting Room, 1345 Park Street, Paso Robles, CA 93446

Video Conference Option – 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

AB 361 (Action)	S. JACOB
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2. Adopt Resolution 21-001 to Invoke AB 361 for Virtual Meetings **(Action)**

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 August 10, 2021, Marketing Committee Meeting Minutes
5. Travel Paso August and September Marketing Reports
6. Travel Paso August and September Media Reports
7. July and August Business Intelligence Reports
8. July and August STR Reports (Travel Paso)
9. July and August Covid-19 Recovery Tracker
10. July Social Media Marketing Dashboard
11. June and July TOT by Segment Report

NEW BUSINESS & UPDATES (Action)	S. JACOB
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Reference October Marketing Committee Meeting Deck

Imperative #1: Actively Lead the Tourism Community in Paso Robles

12. Mid-Week and Corporate Travel Strategy
 - a. IPW Recap
 - b. San Jose Earthquakes Sponsorship Updates
 - c. Corporate Travel Task Force – November 3, 2021 @ 11am

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

13. Round Table Discussion
14. **Research:** Future Visitor Profile Study and Equity, Diversity and Inclusion Asset Alignment Study – SLO CAL and Paso Robles
 - a. November Discussion

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

15. TravelPaso.com - 1 Year Review and Strategy Moving Forward
16. Paso Presents – Campaign Launch

Imperative #4: Build and Leverage Relationships with our Partners

17. Community Event Marketing Program - Applications Due November 3 @ Noon

- a. Applications Available at: <https://www.travelpaso.com/community-event-marketing-program/>

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURNMENT: To Next Scheduled Meeting on November 9, 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.