

AGENDA – Travel Paso Marketing Committee

Tuesday, October 13, 2020 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/86319480174?pwd=ekNvTHJzTVVibVlyZjhTS0p2eDYvQT09>

Meeting ID: 863 1948 0174 Passcode: 153164

Access via phone if computer microphone is not available: 1 (669) 900-6833

1. CALL TO ORDER/INTRODUCTIONS
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	S. JACOB
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Lisa Verbeck and Ashley Mastako, of Visit SLO CAL, to discuss April 9-10, 2021 Spartan Race

CONSENT AGENDA (Review and Consider Approving)	S. JACOB
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3. Travel Paso August 11, 2020 Marketing Committee Minutes
4. Travel Paso August Marketing Report
 - a. Outline for New Marketing Report
5. Travel Paso August Media Report
6. Travel Paso September Media Report
7. July Tourism Economics Report
8. August Tourism Economics Report
9. STR Report July 2020 (Travel Paso)
10. STR Report August 2020 (Travel Paso)
11. STR Report July 2020 (SLO CAL)
12. STR Report August 2020 (SLO CAL)
13. July Arrivalist Report
14. August Arrivalist Report
15. SLO CAL August Marketing & Trade Update
16. SLO CAL September Marketing & Trade Update

NEW BUSINESS & UPDATES	S. JACOB
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11. [New website](#) launched in September
 - a. Partner Recommendations and Actions
12. Spartan Race Sponsorship Request – Discussion/Recommendation
13. Marketing Campaigns
 - a. Road Trip Campaign – #RealCARoadTrip
 - i. Updates with Q&A Discussion
 - b. SLOcals Campaign – #SavorPaso
 - i. Updates with Q&A Discussion
 - ii. Sponsor Dinner on October 7
14. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Safe Travel Video - collaboration with PRWCA

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURNMENT: To Next Scheduled Meeting on November 10, 2020 - 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.