

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, November 7, 2023 – 3:00 pm

**Meeting Location: Oyster Ridge Barn Weddings & Event Venue
5991 W Pozo Rd, Santa Margarita, CA 93453**

CALL TO ORDER	S. JACOB
1. Roll Call	
PUBLIC COMMENT	S. JACOB
2. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	S. JACOB
<u>CONSENT AGENDA</u> (Action)	S. JACOB
3. Travel Paso Marketing Committee Meeting Minutes from September 12, 2023	
4. Travel Paso September and October Marketing Reports	
5. Travel Paso September and October Media Reports	
6. August Business Intelligence Report	
7. September STR Report (Travel Paso)	
8. August COVID-19 Recovery Tracker	
9. July 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. August Wine Business Intelligence Report	
13. Q2 2023 Quarterly Visitor Tracking (Visit SLO CAL)	
TRAVEL PASO TEAM UPDATES	S. JACOB
NEW BUSINESS & UPDATES	S. JACOB
<u>Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem</u>	
14. Hospitality Recognition and Awards Program Preview	
<u>Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives</u>	
15. 2024 Community Event Marketing Program	
a. Review Applications	
b. Recommendations for Funding to the Board of Directors (Action)	
16. Content Calendar Review	
a. Holiday Season	
b. Q1 2024	
17. Advertising/Media Plan	
a. January – June 2024	
<u>Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships</u>	
18. Update on Collaborations with PRWCA	
a. Re-Cap of Denver Road Show – October 26, 2023	
b. San Diego Bay Wine & Food Festival – November 8-12, 2023	
OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB

Next Meeting:

Tuesday, January 9, 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.