

## AGENDA – Travel Paso Marketing Committee

Tuesday, November 10, 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
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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<b>CONSENT AGENDA</b>	<b>S. JACOB</b>
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3. Travel Paso October 13, 2020 Marketing Committee Minutes (Motion Required)
4. Travel Paso October Media Report
5. September Tourism Economics Report
6. STR Report September 2020 (Travel Paso)
7. STR Report September 2020 (SLO CAL)
8. September Arrivalist Report
9. SLO CAL October Marketing & Trade Update

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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10. Marketing Updates – Reference Travel Paso September & October Marketing Report
  - a. SLOcals Campaign – #SavorPaso
    - i. Campaign Results with Q&A Discussion
  - b. Road Trip Campaign – #RealCARoadTrip – extended through December 15
    - i. Updates with Q&A Discussion
    - ii. Media Update – Paso in a Box
    - iii. Holiday Focus
  - c. Marketing Plans for FY 2020-21
11. 2021 Events
12. Website – General Updates
13. COVID-19 Updates – Paso Robles Tourism Ecosystem

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>	<b>S. JACOB</b>
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**ADJOURNMENT: To Next Scheduled Meeting on December 8, 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.