

AGENDA – Travel Paso Marketing Committee

**Tuesday, November 8, 2022 – 3:00 pm**  
**Meeting Location: Thomas Hill Organics Bistro & Wine Bar**  
**1313 Park Street, Paso Robles, CA 93446**

<b>CALL TO ORDER</b>	<b>S. JACOB</b>
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1. Roll Call

<b>PUBLIC COMMENT</b>	<b>S. JACOB</b>
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2. Public Comment (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>	<b>S. JACOB</b>
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<b>CONSENT AGENDA (Action)</b>	<b>S. JACOB</b>
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3. Travel Paso Marketing Committee Meeting Minutes from October 11, 2022
4. Travel Paso October Marketing Report
5. Travel Paso October Media Report
6. September Business Intelligence Report
7. September STR Report (Travel Paso)
8. September COVID-19 Recovery Tracker
9. August TOT by Segment Reports
10. Community Benchmark Wine Industry Report

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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New Business

11. Visit SLO CAL Marketing Meeting Updates and Key Programs

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

12. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Corporate Meeting Planner FAM – March 22-24, 2023
    - i. RFP Updates
    - ii. Guest Invites – November 30<sup>th</sup> Deadline
    - iii. Paso in a Box – November 30<sup>th</sup> Deadline
      1. Webinar – January 12, 2023 at 11am

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

13. Strategic Plan 2023

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

14. Content Calendar Review
  - a. Holiday Season
  - b. Q1 2023
15. Advertising/Media Plan
  - a. January – June 2023
  - b. Bottle It Up Video

16. Sponsorships – Earthquakes 2023 Recommendation **(Action)**

Imperative #4: Build and Leverage Relationships with our Partners

17. [Community Events Marketing Program Grant](#)
  - a. Review Applications
  - b. Recommendations for Funding to the Board of Directors **(Action)**

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<b>S. JACOB</b>
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**Next Meeting:**

Tuesday, January 10, 2023 at 3pm at JUSTIN Winery

**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.