

AGENDA – Travel Paso Marketing Committee

Tuesday, January 11, 2022 – 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

CALL TO ORDER	S. JACOB
1. Roll Call	
AB 361	S. JACOB
On December 16, 2021, the Board of Directors made the required findings to renew the use of remote teleconference meetings under the provisions of AB 361 which includes the Marketing Committee.	
PUBLIC COMMENT	S. JACOB
2. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	S. JACOB
3. Bovine Classic – North County Cycling Presentation – Bryan Yates	
CONSENT AGENDA (Action)	S. JACOB
4. Travel Paso Marketing Committee Meeting Minutes from November 9, 2021	
5. Travel Paso November and December Marketing Reports	
6. Travel Paso November and December Media Reports	
7. November Business Intelligence Report	
8. October and November STR Reports (Travel Paso)	
9. October and November Covid-19 Recovery Tracker	
10. September and October TOT by Segment Reports	
NEW BUSINESS & UPDATES (Action)	S. JACOB
<i>Reference January Marketing Committee Meeting Deck</i>	
<u>Imperative #1: Actively Lead the Tourism Community in Paso Robles</u>	
11. Mid-Week and Corporate Travel Strategy	
a. San Jose Earthquakes Sponsorship – Renewed for 2022	
b. Corporate Travel Task Force – Q1 Activities	
<u>Imperative #2: Build and Nurture a Sustainable Destination Marketing Organization</u>	
12. PRTID Renewal	
<u>Imperative #3: Define, Develop and Steward the Paso Robles Brand</u>	
13. Paso Presents – Campaign Updates	
14. Marketing – First Half of 2022 – Review/Prioritize Key Ideas	

Imperative #4: Build and Leverage Relationships with our Partners

15. PRWCA 2022 – Program / Events Overview in February

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Scheduled Meeting on February 8, 2022 - 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.