

AGENDA – Travel Paso Marketing Committee

Tuesday, February 8, 2022 – 3:00 pm

VIRTUAL MEETING VIA ZOOM

Join Meeting:

<https://us02web.zoom.us/j/81830919283?pwd=UURxRUUp1V09MclFyM1NFbEQ1MFBTQT09>

Meeting ID: 818 3091 9283 Passcode: 941764

Call-In Phone Number: (669) 900-6833

CALL TO ORDER	S. JACOB
----------------------	-----------------

1. Roll Call

AB 361	S. JACOB
---------------	-----------------

On January 18, 2022, 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
----------------------	-----------------

<u>CONSENT AGENDA</u> (Action)	S. JACOB
---------------------------------------	-----------------

3. Travel Paso Marketing Committee Meeting Minutes from January 11, 2022
4. Travel Paso January Marketing Report
5. Travel Paso January Media Report
6. December Business Intelligence Report
7. December STR Reports (Travel Paso)
8. December Covid-19 Recovery Tracker
9. November TOT by Segment Reports

NEW BUSINESS & UPDATES (Action)	S. JACOB
--	-----------------

Reference February Marketing Committee Meeting Deck

[Imperative #1: Actively Lead the Tourism Community in Paso Robles](#)

10. Mid-Week and Corporate Travel Strategy
 - a. Corporate Travel Task Force – Q1 Activities
 - i. Update on Zoom Webinar Held January 27, 2022
 - ii. Update on Discover Paso Robles FAM Tour, March 10-13, 2022
 - b. San Jose Earthquakes 2022 Sponsorship – Q1 and Q2 Activities

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

11. PRTID Renewal Update

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

12. Paso Presents – Campaign Updates
13. Marketing – February through June 2022
 - a. New Spends Approved by the Board
 - b. Bovine Classic – Updated Date: November 4-6, 2022

Imperative #4: Build and Leverage Relationships with our Partners

14. PRWCA 2022 – Program / Events Overview

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS

S. JACOB

ADJOURN: To Next Scheduled Meeting on April 12, 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.