

AGENDA – Travel Paso Marketing Committee

**Tuesday, April 26, 2022 – 3:00 pm**  
**Meeting Location: Training Room at the SANDBOX**  
**1345 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 February 8, 2022
4. Travel Paso March Marketing Report
5. Travel Paso March Media Report
6. February Business Intelligence Report
7. February STR Reports (Travel Paso)
8. February COVID-19 Recovery Tracker
9. January TOT by Segment Reports

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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10. Digital Marketing Trends – Brad Rubin, Vingage

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

11. Round Table Discussion
  - a. What’s the one thing you want to see Travel Paso tackle in the next fiscal year?
  - b. How can you be involved? Marketing Committee, Board Member? Who else do we need to get involved?
12. Research
  - a. Economic Impact Study

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

13. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Webinar
  - b. FAMS
  - c. Trade Shows (IPW)
  - d. Earthquakes Sponsorship

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

14. Target Markets
  - a. Los Angeles, Fresno/Bakersfield, Bay Area
15. Leisure Traveler Campaigns
  - a. Girlfriends Road Trip

- b. Paso Presents Series
  - c. Los Angeles + San Jose Market Campaigns
  - d. Brand Video
16. Content
- a. What stories do we want to tell?
  - b. How do we best tell the story – blog, social media, email, website, etc.
17. Media Relations
- a. What’s New
  - b. Story Ideas
  - c. FAMS

Imperative #4: Build and Leverage Relationships with our Partners

18. Community Event Marketing Program
- a. How do we adjust and/or improve?

Meeting Schedule for FY 22/23

19. How often shall we meet? What day? Time?

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

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.