

AGENDA – Travel Paso Marketing Committee

**Tuesday, June 14, 2022 – 3:00 pm**  
**Meeting Location: Paso Market Walk**  
**1803 Spring 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 April 26, 2022
4. Travel Paso May Marketing Report
5. Travel Paso May Media Report
6. April Business Intelligence Report
7. April STR Reports (Travel Paso)
8. April COVID-19 Recovery Tracker
9. March TOT by Segment Reports

<b>NEW BUSINESS &amp; UPDATES</b>	<b>S. JACOB</b>
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Imperative #1: Actively Lead the Tourism Community in Paso Robles

10. Mid-Week, Group, and Corporate Travel Initiatives
  - a. Re-Cap of Southern California Chapter Meeting Planners Retreat, May 25-27, 2022
  - b. Wine Enthusiast Media Conference, July 31 – August 3, 2022 – PRWCA Collaboration

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

11. PRTID Renewal – Secured – 10 years
12. Marketing Committee Members for FY 2022-23 - Process for Appointing
13. Marketing Committee Meeting Schedule FY 2022-23

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

14. FY 2022-23 Plans and Priorities
  - a. Target Markets
  - b. Leisure Traveler Campaigns
    - i. Girlfriends Road Trip
    - ii. Paso Presents Series
    - iii. Los Angeles and San Jose Market Campaigns
    - iv. Travel Paso Brand Video Update
  - c. Media Relations
  - d. Strategic Plan Update
  - e. Economic Impact Study

Imperative #4: Build and Leverage Relationships with our Partners

15. San Diego Market Visit – June 23 – PRWCA Collaboration
16. July 4<sup>th</sup> Community Celebration at Barney Schwartz Park
  - a. Volunteers Needed
  - b. Travel Paso Sponsor Table

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<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.