

AGENDA – Travel Paso Marketing Committee

Tuesday, August 11, 2020 – 3:00 pm

Via Zoom Meeting Link:

<https://us02web.zoom.us/j/86319480174?pwd=ekNvTHJzTVVlbVlyZjhTS0p2eDYvQT09>

Meeting ID: 863 1948 0174 Passcode: 153164

Access via phone if computer microphone is not available: 1 (669) 900-6833

1. CALL TO ORDER/INTRODUCTIONS
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS	S. JACOB
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CONSENT AGENDA (Review and Consider Approving)	S. JACOB
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3. Travel Paso July 14, 2020 Marketing Committee Minutes
4. Travel Paso July Marketing Report
5. Travel Paso July Media Report
6. June Tourism Economics Report
7. STR Report June 2020 (Travel Paso)
8. STR Report June 2020 (SLO CAL)
9. June Arrivalist Report
10. SLO CAL July Marketing & Trade Update

NEW BUSINESS & UPDATES	S. JACOB
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11. COVID-19 Updates – Paso Robles Tourism Ecosystem
 - a. Downtown Dining and Parklets
 - b. Tourism Marketing
 - c. Safety Practices
12. Marketing Updates
 - a. SLOcals Campaign – #SavorPaso
 - i. July Results with Q&A Discussion
 - b. Fall Campaign – Savor Real California Road Trips
 - i. Objectives and Strategy
 - ii. Creative Assets
 - iii. Media Buy
 - iv. Public Relations Strategy
 1. Paso Robles in a Box
 - c. Website Launch – September 2020

OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS	S. JACOB
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ADJOURNMENT: To Next Scheduled Meeting on September 8, 2020 - 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.