

AGENDA – Travel Paso Marketing Committee Meeting

Tuesday, November 12, 2024 – 3:00 pm
Meeting Location: Allegretto Vineyard Resort – St Francis Room
 2700 Buena Vista Dr, Paso Robles, CA 93446

CALL TO ORDER	S. JACOB
1. Roll Call	
PUBLIC COMMENT	S. JACOB
2. Public Comment (On Non-Agenda Items)	
ANNOUNCEMENTS	S. JACOB
CONSENT AGENDA (Action)	S. JACOB
3. Travel Paso Marketing Committee Meeting Minutes from September 10, 2024	
4. Travel Paso September and October Marketing Reports	
5. Travel Paso September and October Media Reports	
6. September Community Performance Report (Visit SLO CAL)	
7. August and September STR Reports (Travel Paso)	
8. August TOT Summary and Segment Report (Visit SLO CAL)	
9. September Wine Sales Report (Visit SLO CAL)	
TRAVEL PASO TEAM UPDATES	S. JACOB
NEW BUSINESS & UPDATES	S. JACOB

[Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem](#)

10. New Travel Paso Scholarship Program

[Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives](#)

11. Sojern Presentation – Brenda Armstrong and Brooke Wieck
12. Advertising/Media Plan – January – June 2025
13. Content Calendar – Call for Content
14. Community Event Marketing Grants
 - a. Review Recommendations from the Sub-Committee
15. Fall Marketing Program Recap
 - a. Re-Cap of Pacific Wine and Food Classic – September 21, 2024
 - b. Re-Cap of San Diego Wine and Food Festival – November 8-9, 2024
16. Fall Public Relations Recap:
 - a. Re-Cap of Satellite Media Tour – October 8, 2024 with Gabe Saglie
 - b. Re-Cap of Joint FAM with Highway 1 Road Trip – October 3-4, 2024
 - c. Joint FAM dinner with Visit Morro Bay – November 13 and 14, 2024
17. Orange County Restaurant Week – March 2-8
 - a. Kickoff Event – March 1
18. 2025 Tourism Round Up – May 8, 2025 – Save the Date

[Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships](#)

19. Hospitality Bootcamp – PRWCA Partnership - March 10

Next Meeting: Tuesday, January 14, 2025 at 3pm – Location TBD

Adjourn

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.