



## AGENDA – Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting  
Tuesday, May 14, 2019 - 3:30pm  
Holiday Inn Express  
2455 Riverside Avenue, Paso Robles, CA 93446  
Call in option not available for this meeting

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

### ANNOUNCEMENTS

D. Stroud

### CONSENT AGENDA (review and consider approving)

D. Stroud

3. March 11, 2019 Marketing Committee Minuts  
Travel Paso – March/April 2019 Monthly Marketing Report  
Travel Paso – March/April 2019 Public Relations/Media Engagement Report  
STR Report – February/March 2019 (Travel Paso)  
STR Report – February/March 2019 2018 (SLO CAL)

### NEW BUSINESS – ACTION ITEMS

D. Stroud

4. Spring/Summer Marketing Campaign/Schedule
  - a. Travel Paso Media Fam – May 13-16, 2019
  - b. IPW CA Plaza – June 1-5, 2019
  - c. IPW Post Fam – June 8, 2019 Paso Robles Overnight
  - d. Spring Campaign Results Report
  - e. June/July Campaign Concept
5. Travel Paso Destination Brand (May 22, 2019) and Website Project Timeline UPDATE
6. FY 2019-20 Travel Paso Preliminary Budget

### OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

7. Travel Paso Marketing Committee Addition
8. STR Task Force/City Ordinance and Downtown Parking Updates
9. Showcase of Cities – Annie Bowsky
10. Hospitality Certification Program – Cuesta College
11. Forbes Travel Guide Hospitality Training – September 16-17, 2019

**ADJOURNMENT: To Next Scheduled Meeting, Tuesday, June 11, 2019 @ 3:30pm**

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 Annie Bowsky at 888-988-PASO least 48 hours prior to the meeting.