

AGENDA



Travel Paso Marketing Committee

Travel Paso Marketing Committee Meeting
Tuesday, August 14, 2018 3:30pm
Holiday Inn Express
2455 Riverside Avenue, Paso Robles, CA 93446
Call in - Dial #: (712) 770-4090 Access Code: 221660 Host Pin: 1908

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

ANNOUNCEMENTS	D. Stroud
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CONSENT AGENDA	D. Stroud
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3. June 13, 2018 Meeting Minutes
Big Red Marketing June 2018 Monthly Marketing Report
Kraftwerk Media Reports – June 2018 Report and Ad Words
Goodway – June 2018 Report (SLO CAL Co-Op)
Solterra Strategies – June/July 2018 Public Relations/Media Engagement Report
STR Report – June 2018 (Travel Paso)
Travel Paso – July 2018 Monthly Marketing Report – new format

UPDATES & DISCUSSIONS	D. Stroud
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4. Travel Paso Strategic Plan Review
5. Travel Paso DMA Audit – Implementation Update & Review
6. Travel Paso Brand Development Process
7. Travel Paso Marketing Strategy Process

NEW BUSINESS/OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	D. Stroud
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8. Travel Paso Travel Trade Strategy
9. Asset Development – photo image library
10. Items for Future Meetings

ADJOURNMENT

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 Stacie Jacob at 888-988-PASO least 48 hours prior to the meeting.