

AGENDA – Travel Paso Marketing Committee



Tuesday, February 4, 2020 – 3:00 p.m.
Acorn Room – B/W Plus Black Oak
1135 24th Street, Paso Robles, CA 93446

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

INTRODUCTIONS/ANNOUNCEMENTS	D. Stroud
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- 3. Route NY Times Print Version**

CONSENT AGENDA (review and consider approving)	D. Stroud
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- 4. December 10, 2020 Marketing Committee Minutes**
Travel Paso – December/January Monthly Marketing Report
Travel Paso – December/January Public Relations/Media Engagement Report
STR Report – November 2019 (Travel Paso)
STR Report – November 2019 (SLO CAL)

NEW BUSINESS	D. Stroud
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- 5. Community Events Marketing Program**
- Review Applications and Approve Recommendation for Funding
- 6. Destination Brand Campaign Launch**
- 7. FY 2019-20 Travel Paso Marketing Program of Work Calendar Update – What’s Ahead**
- Travel Trade Events

OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS	D. Stroud
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ADJOURNMENT: To Next Scheduled Meeting April 14, 2020 - 3:00 p.m.

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.