

# AGENDA – Travel Paso Marketing Committee



Tuesday, December 10, 2019 – 3:00pm  
Cava Robles RV Resort – Fox Run Wellness Center, Oak View Room  
3800 Golden Hill Road, Paso Robles, CA 93446

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

## INTRODUCTIONS/ANNOUNCEMENTS

D. Stroud

3. CalTravel Board Meeting Report

## CONSENT AGENDA (review and consider approving)

D. Stroud

4. November 12, 2019 Marketing Committee Minutes
  - Travel Paso – November 2019 Monthly Marketing Report
  - Travel Paso – November 2019 Public Relations/Media Engagement Report
  - STR Report – October 2019 (Travel Paso)
  - STR Report – October 2019 (SLO CAL)

## NEW BUSINESS

D. Stroud

5. Community Partnership Funding Program – Proposed Changes and Application Process Approval
6. November Campaign Results
7. Destination Brand Campaign Launch
8. FY 2019-20 Travel Paso Marketing Program of Work Calendar Update – What's Ahead
  - Sip & Savor – Tournament of Roses, Pasadena – December 28-30, 2019
  - San Diego Media FAM – January 7-10, 2020
  - IMM TravMedia Tradshow – January 24-25, 2020

## OTHER ITEMS FOR DISCUSSION/ FUTURE AGENDA ITEMS

D. Stroud

**ADJOURNMENT: To Next Scheduled Meeting February 4, 2020 - 3:00pm**

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.